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VOL. CXXIV

DECEMBER 9, 1933

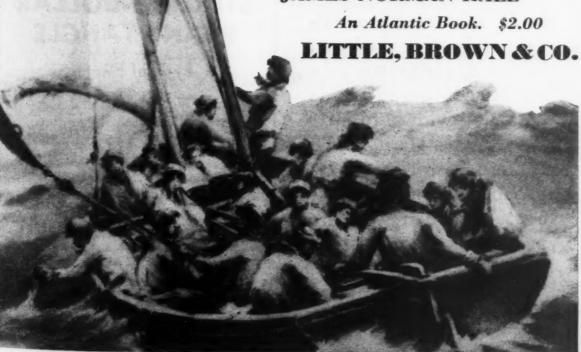
NO. 24



The story of the amazing 3600-mile, open-boat voyage of Captain Bligh and eighteen loyal members of the crew following the "Mutiny on the Bounty."

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2 Books Unsurpassed for Timeliness . . .

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An expert analysis of the Recovery Program, its principles, substance, philosophy and trend, by one of

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The Macmillan Company

THE PUBLISHERS' WEEKLY, Publication Office, 19th & Federal Sts., Camden, N. J. Editorial and General Offices, 62 W. 45th St., New York City. Subscriptions \$5; Canada \$7.50; Foreign \$6; 15c a copy. Entered as second-class matter at the Post Office at Camden, N. J. Copyright 1933 by R. R. Bowker Co. London, D. H. Bond, 329 High Holborn W.C.1.

EEKLY

NINE CONSECUTIVE RADIO BROADCASTS OF 15 MINUTES EACH, OVER WOR NEW YORK AND WMAQ CHICAGO, DEVOTED SOLELY TO PROMOTING THE BOOKSTORE SALE OF

"JUNKET IS NICE"

BY DOROTHY KUNHARDT BEGAN DEC. 4 TO CONTINUE 3 WEEKS

with the continuity interest a guessing contest for children for which cash prizes of \$50., \$25., \$10. and fifty \$1. prizes will be awarded after Christmas

Never before in the history of book promotion has a concentrated radio advertising campaign been devoted to one book. And with that book a dollar juvenile of wide appeal, with the Christmas market to shoot for, the campaign has every chance for success.

Every broadcast will stress—"JUNKET IS NICE can be purchased at your book store." No effort will be made to sell direct to the prize contestants. WIRE ORDERS AT OUR EXPENSE.

FACTS-

and Albany, west to Scranton and Allentown, south through Philadelphia and Wilmington, Del.

WMAQ CHICAGO at 5:00 P.M. Monday, Wednesday and Friday for three

WOR NEW YORK at 5:45 Monday, Wednesday, and Friday for three weeks, ending December 22. Follows the sustaining feature, COUNT OF MONTE CRISTO, and precedes the most popular children's broadcast in the entire country, UNCLE DON. A listening audience of three million people throughout metropolitan New York and suburbs, north to Hartford, New Haven

WMAQ CHICAGO at 5:00 P.M. Monday, Wednesday and Friday for three weeks, ending on December 22. Follows the popular feature, WIZARD OF OZ. A listening audience of nearly four million people, over a wide area of the northern Middle West.

FACTS

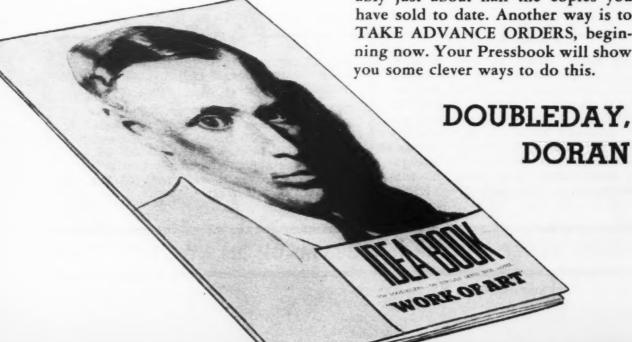
HARCOURT, BRACE & COMPANY, 383 MADISON AVE., NEW YORK

Here's the Story of how we are going to spend \$25,000.00 in advertising SINCLAIR LEWIS' WORK OF ART

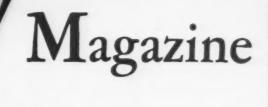
It's a great big pressbook like the movie producers send out, with the whole picture of ads, posters, display material, wrapper, etc. Your copy may already have reached you, but if you don't get it in the next day or so, write for one. And don't forget that SIN-CLAIR LEWIS books go off like cannons. We advanced 50,139 copies of

ANN VICKERS, had re-orders amounting to 25,549 more in ten working days after publication. That meant that quite a few people LOST SALES by not having sufficient stock. How can you gauge your first order of WORK OF ART? By looking up the original order of ANN VICKERS, of course, which incidentally was probably just about half the copies you have sold to date. Another way is to TAKE ADVANCE ORDERS, beginning now. Your Pressbook will show you some clever ways to do this.

VOC



TIME reported it...





Boniface Myron Weagle strode the floor of the Royal Suite, whisky & soda in hand. "Let's drink a toast to my new hotel, the Black Thread (Conn.) Inn, the best lil ole inn in the world," he indicated. Tycoon B. F. Vince, president & founder of the Brass Institute, price-fixing and high-talk-slinging organization of Yankee pot manufacturers, answered, "Brother, I'm with you." The six magnates present, and Mine Host Weagle, drank jovially. It was four o'clock on the morning of June 11, after a successful opening of the Inn. As they swung into "For He's a Jolly Good Fellow," they heard a pistol shot & another. They stopped, aghast. It was merely an incident of conducting a successful roadhouse, however. Nothing had happened save that the only son of former United States Senator Burnside Farragut Colquhoun, celebrated advocate of the Christian virtues, had murdered self & lady, Cinemactress Paxton.

Denizens of Black Thread Center, small agricultural center on the Housatonic River, do not know the name of their own town. The name should be Black Threat. It was historically a black threat to early Connecticut settlers, when it was an Indian encampment, and apparently it is now a more serious black threat to young motor-racers seeking a refuge for self & lady.

THIS was the tragedy people remembered just long enough to wreck Myron Weagle's life-long dream. He didn't give up, though.

In fact, he started all over again—this time towards a different work of art—which gives this book the finest spiritual climax in recent fiction. It also makes WORK OF ART by all odds Sinclair Lewis' most likeable novel, perhaps the most readable of all his books.

WORK OF ART

the new novel by

SINCLAIR LEWIS

WE KNOW YOU'RE BUSY NOW

JACK ROBINSON

A pseudonymous, autobiographical novel which has caused a furor of excitement in England—the story of a boy who runs away from home and meets life in the midst of fantastic, picaresque adventures. Written exceedingly well—a book which shows every promise of taking hold. Coming January 2nd. \$2.50.

DAVID

by Naomi Royde-Smith

who died and a psychic medium who - perhaps - was genuine. The book will A short and skillful novel of a woman, a son be advertised with emphasis on the emotional angle. Particularly good winter reading. Coming January 2nd. \$1.75.

WOMAN IN SOVIET

RUSSIA by Fanning nume

No phase of the Russian experiment better

Than the great feminine illustrates the attempt to "change human nature" than the great feminine metamorphosis. Here is a factual—and therefore exciting—record of the new Russian woman, her education, her economic problems and her sexual life. Over 400 pages, 32 illustrations. Coming January 2nd. \$4.50.

YOU THESE BOOKS ARE SOLD TO UNDER THE VIKING PROTECTION

OUT YOU MUST KNOW ABOUT HESE BIG JANUARY BOOKS:

A NEST OF SIMPLE FOLK

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Ol

by Sean O'Faolain

A novel of the epic magnificence of The Good Earth by one of the great contemporaries (it's pronounced O'Phelan). The story of three generations of humble people in Ireland, their loves and hates, their daily dramas. Told in unusually fine prose. To be presented as an important Viking novel, advertised to the hilt. Jan. 2nd. \$2.50.

WEDDING SONG

by David Burnham

American expatriates and Italian aristocracy against the gay background of Venice. An exceedingly modern novel told in rapid-moving, short chapters, packed with crisp, convincing dialogue. An exciting story written with a lean economy which will delight your Hemingway fans. To be heavily promoted as the first big popular novel of 1934. Jan. 2nd. \$2.50.

THE VIKING PRESS

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THE NEW ENGLAND DEPOSITORY

of

THE PENN PUBLISHING COMPANY

We have again arranged with THE PLIMPTON PRESS, NORWOOD, MASSACHUSETTS, to carry in stock during the coming Holiday Season all of our leading books. Orders may be telephoned any time after December 6th and they will be filled the next day. The telephone number is NORWOOD 0121

As usual our MR. ADAM PFLIEGER will be in Boston during the month of December and will call regularly on the trade

THESE ARRANGEMENTS ARE FOR THE CONVENIENCE OF OUR BOSTON AND NEW ENGLAND CUSTOMERS

THE PENN PUBLISHING COMPANY PHILADELPHIA

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Recipe for SALES!



a baffling, thrilling, delicious new mystery

by CHRISTOPHER BUSH

Scotland Yard looked for clues in an address book. . . . But Ludovic Travers cut himself a slice of cake—and solved the mystery of the famous Seaborough kitchen-knife killing. "The Kitchen Cake Murder" has the most ingenious plot ever written by the author of "The Perfect Murder Case" and "The Crank in the Corner," and in it that sharp-eyed, happy-go-lucky sleuth, Ludovic Travers, is at his best. \$2.00

A MURDERER'S



Served up by the publishers of Gardner's Perry Mason detective stories, R. A. J. Walling's mysteries, and the Darwin L. Teilhet thrillers on a date that has proved itself to be a feast day for mystery fans.

AND PUBLISHED BY MORROW



THE PROPYLÄEN WORLD-HISTORY COMPLETED

At the end of November the publication of the tenth volume "The Age of Imperialism," finds the Propyläen "World-History" concluded. This newest large Standard work published by the Propyläen-Verlag has met with the same enthusiastic reception in and outside of Germany as that accorded the older, sister-enterprise, the Propyläen "History of Art." The printings of some of the volumes are even larger! The special importance of the Propyläen "World-History" has been attested to by more than a thousand extremely enthusiastic reviews. Not only has each new volume been the pride and pleasure of the owner, but it has also won the applause of the critics. "The further this broadly founded historical work progresses the more is one astounded by the extraordinary wealth of its content," writes the Chicago Abendpost. "The entire world is considered, a veritable world-picture unfolds itself," says the Staats-Zeitung, New York. And, the University of Chicago concludes: "The Propyläen 'World-History' will have an individual place in the serious literature dealing with the Universal history of mankind." A joy for the lover of good books. There are doubtless numerous interested persons in the United States. Write us for further details.

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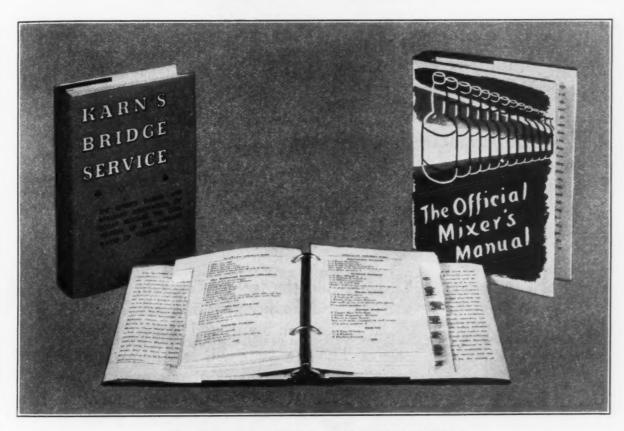
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TWO LOOSE-LEAF MANUALS THAT SELL ON SIGHT



EITHER BOOK A PERFECT GIFT

"RING BOOK" MANUALS, STUNNINGLY DESIGNED

SUPPLEMENTS KEEP THEM ALWAYS UP-TO-THE-MINUTE

COMPLETELY RELIABLE GUIDES BY UNQUESTIONED AUTHORITIES

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The last word on Contract—and the next.

"So much better, clearer, more concise and interesting than the average bridge book that it should become one of the game's best-sellers."

—Robert Neville N. Y. Herald-Tribune

\$2.50

Quarterly supplements \$1.00 a year

THE OFFICIAL MIXER'S MANUAL

by Patrick Gavin Duffy

A comprehensive handbook of mixed drinks. Waterproof throughout, even the paper. Indexed recipes, all o.k.'d by the dean of American bartenders. Includes over 800 cocktails. Wine section by M. Raymond Orteig of the Hotel Lafayette.

Three Supplements Free

\$3.00

LONG & SMITH, 79 MADISON AVE., NEW YORK CITY



New deal

From the leather lungs of the *Crier* comes the announcement of a new sales policy *chez* Harrison Smith and Robert Haas.

The new year will see the inauguration of a sales department of our own. On December 31, 1933, we are discontinuing our selling arrangement with Harcourt, Brace and Company (who have heretofore distributed our books).

After that date we shall be represented as follows: in New York, by Harrison Smith, Charles H. Molloy (formerly of Doubleday and Century), and Evelyn Harter. Mr. Molloy will also cover the larger New England book centers. Mr. James L. Crowder will represent us in the Middle West, and Melrich V. Rosenberg & Co. in the smaller towns of New England and the Middle West, as well as in the South and on the Coast.

HARRISON SMITH and ROBERT HAAS, INC.

17 East 49th Street, New York

Watch for our Spring list: WILLIAM FAULK-NER, EVELYN SCOTT, ROBERT GRAVES, GRACE FLANDRAU, WILLIAM MARCH, and—some exciting literary discoveries!

THE PUBLISHERS' WEEKLY

THE AMERICAN BOOKTRADE JOURNAL

DECEMBER 9, 1933

Children's Own Window Idea a Hit

Displays of Children's Books Arranged by Children a Big Success with Everyone During Book Week

WILLIAM H. WELLS

Denhard, Pfeiffer and Wells

Booksellers who did not have their stores represented in the Children's Window Display Contest, held during Children's Book Week, will probably want to kick themselves around the block for having missed one of the year's best bets for arousing local interest.

Many of the booksellers who did carry out the idea outlined in the contest held by the National Association of Book Publishers have written that they are already making plans for doing it again next year on a larger scale. All signs indicate that in the future window displays of children's books, planned and installed by children, will become a regular feature of Children's Book Week throughout the country.

The idea originated with A. A. van Duym, editor of "Window Lights," and was shaped into a contest by Marjorie Griesser, Secretary of the National Association, who embodied in it the highly successful idea of having the displays handled as school or class projects, with prizes of books for the libraries of the winning schools. Several booksellers ran local contests in which a number of schools competed; submitting the winner to the national contest.

Money could not have bought the local publicity the bookstores received. Before the displays went in, children came to the stores and studied the stock of books. In many classrooms books were obviously studied and discussed from every angle to decide which one would be best for display. Children

came to the stores to install the displays. Children, parents and teachers came to the stores to see the displays. Many local papers published stories about them. One bookseller even had the children broadcast. And the public stopped, looked, admired and came inside to buy.

Eye-stoppers is the word that best describes the windows. No childishness about them, but freshness, imagination, originality and excellent arrangement. Of the score of more submitted no two were based on exactly the same idea, and several introduced brand new ideas in displaying children's books. In fact, when the judges made their first selection of windows to be considered seriously for the prizes they discovered they had kept nearly all of them. Final awards were only made after ruthless elimination of many windows so good that they came within a hairsbreadth of the top. At the earnest request of the judges a third prize was added to the two offered in the contest, and even then the problem of deciding the winners would have puzzled Solomon.

A "Treasure Island" window, with island, blockhouse, brig, and pirates discovering a treasure chest of books; a "Three Little Pigs" window, with the pigs gaily singing in the House of Knowledge, safe, behind a wall of books, from the big bad wolf "Ignorance"; a fireside scene with every member of the family reading books but the dog; a "Favorite Characters" window with all the charac-

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ters coming out of their books; a lovely Fairyland window; a "Meet These Animals" window; these are typical of the ideas used by the children themselves to dramatize their displays of children's books.

Every shape and size of window was represented from a tiny corner to the long double window which won third prize. (See photograph on page 2004.) Incidentally, it was not the size of this window but the novelty and attention-compelling quality of the idea, "Growing Up with Books—Yesterday and Today" which won it third place. The idea is one which booksellers could work out in a window of almost any size.

Not since Children's Book Week was inaugurated has an idea captured more local interest and publicity for bookstores than these children's book windows, arranged by children. Next year the National Association of Book Publishers hopes to repeat the contest, probably with a greater range of prizes. Booksellers who carried out the idea this year are looking forward to it enthusiastically. Booksellers who did not, will do well to lay plans for it.

But why wait until then? Many schools today like to have their pupils work on practical projects. Where they will cooperate—bookstores could arrange to have them work out several windows during the year: a Christmas book window, a window of hobbies, of history, of books for vacation and camp, of children round-the-world, and others. The *Publishers' Weekly* would be glad to hear from booksellers who try it, and publish pictures of the windows.

The Winners

NINETEEN BOOK WINDOWS arranged by school children were submitted in the contest, which was held under the direction of the National Association of Book Publishers. At the time of the announcement only two prizes were offered, but a third was later added. Rules of the contest provided that the windows were to be designed in every detail by the children themselves, and that the photograph of the window submitted to the judges must be accompanied by a description, written by the children who put in the window, pointing out the chief selling idea used, listing the accessories used, etc. The judges were A. A. van Duym, display manager of the Doubleday, Doran Book Shops, Inc.; William H. Wells of the book advertising firm of Denhard, Pfeiffer and Wells, and Frank L. Magel, president of the Putnam Bookstore and of the American Booksellers Association.

The first prize of \$50 worth of 1933 books, chosen from the list issued by the Central Children's Room of the New York Public Library, went to the school library of the Albany Girls' Academy for the window display in Lockrow's Bookstore, Albany.

The second prize, \$25 worth of 1933 books chosen from the same list, was presented to the library of the Principia School in St. Louis, Mo., for the window which the High School Art Class arranged in the St. Louis Doubleday, Doran Book Shop.

The added third prize, \$10 worth of 1933

books, was given to the library of the Metairie Park Country Day School of New Orleans, for the window in the Feibleman-Sears, Roebuck store, under the auspices of the Basement Book Shop of New Orleans.

The following received honorable mention:

Jones Bookstore, McAllen, Texas Wilson School. Low 4th grade. Three Musketeers, Memphis, Tenn. St. Mary's School, 7th and 8th grades.

Everybody's Bookstore, Austin, Texas Bickler School (Grade School)

Entries were also made by:

The Everyday Bookshop, Burlington, Vt. Burlington Jr. High School.

James C. Thiem, Raleigh, N. C. Fred A. Olds School, 2nd & 3rd grades. Fort Wayne Book Shop, Forf Wayne, Ind.

South Side High School. Macmillan Co., New York City

City and Country School. Age 13 years. E. S. McCawley & Son, Inc., Haverford, Pa. Haverford School for Boys.

Lamar Book Store, Houston, Texas Sam Houston High School.

Doubleday, Doran Book Shops, Inc., Detroit, Mich.

Winterhalter School (Grade School)
R. M. Mills' Bookstore, Nashville, Tenn.
Peabody Demonstration School. Art
Squad, 7th to 12th grades.

The Book Shop, Harrisburg, Pa. Katherine Sweeney Day School. EEKLY

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Authors' Teas and Literary Lectures

How a Department Store in Atlanta Has Developed Some Very Profitable Book Promotion Ideas

RUTH HINMAN CARTER

Manager, Rich's Bookshop, Rich's, Inc., Atlanta, Ga.

"WHAT CAN I DO that will bring our bookshop before the public in a way that will enhance our prestige, yet be a little different from stereotyped advertising?" This was the question I racked my brain to answer when, some two years ago, I became the manager of the book department of Rich's, Inc., in Atlanta, Ga., one of the largest department stores in this section of the country.

The book department is located on the sixth (top) floor of the building, adjacent to, and opening into, the store's large tea room. The lack of a main floor space was deplored, or at least mentioned, by threefourths of the traveling salesmen and customers with whom I came in contact. So I set about to make an advantage of our seeming disadvantage.

The result has been a series of exceptionally successful entertainments, including author's teas, "book week" celebrations, and literary lectures. Attendance at these affairs has ranged from about 150 at the lectures given by a local speaker,—to approximately 1,000 at an author's tea and again at a children's book week party.

Our schedule these past two seasons has included a personal appearance of several tamous authors,—among them the former Russian countess, Irina Skariatina, Christopher Morley, Julia Peterkin, Eudora Ramsey Richardson, Lennox Robinson (of the Abbey Theater players), Jane Abbott, Julia Collier Harris, and Corra Harris; a tea for a local garden club writer; an "Uncle Remus" puppet show put on by the Atlanta Junior League; two "book week" celebrations; a series of lectures on "The Psychology of Adolescence" given by a local minister; and a series of weekly talks by a local speaker under the heading "Half Hours with Modern Writers."

In addition to these affairs we have spared no effort to secure autographs in books from

authors passing through the city. The late Vachel Lindsay, Claude Bowers, Admiral Byrd, Richard Halliburton, Winston Churchill, Salvador de Madariaga, Thornton Wilder, Will Durant, Phillip Guedella, George Russell (A.E.), Abbé Dimnet, and others, have been most accommodating.

This is of course desirable, many of you will say, and sounds quite simple, but how does one go about it?

Be on the lookout for authors. Inquire of publishers' representatives if any of their writers are on lecture tours; scan the trade magazines and the newspapers, and keep in touch with the managers of all local clubs, school lecture courses, etc. If possible, secure the programs of these clubs each fall.

Any one of several arrangements may be worked out. The most satisfactory, and the most expensive, is for the author to appear exclusively in your city at your bookshop, make an informal talk, and autograph books and meet customers immediately afterwards. Arouse the enthusiasm of the audience, then let people crowd around the desk and see the famous person at work. This is rather trying for the author, but eminently successful from the sales viewpoint.

If the author is lecturing for some local organization, ask the organization's president if your bookshop may have the privilege of the author's autograph. Perhaps some mutually profitable agreement might be reached, the bookshop to run an ad announcing the date, time and place of the lecture, in return for the exclusive autograph. The group paying for the lecture has the right to say what the author shall do about this, while in town, always, of course, asking his or her consent.

But, get the autograph, even if you have to take books personally to the hotel or the lecture hall. It will give your shop a prestige to have autographed books.

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Technique of an Author's Tea

There are three types of promotion affairs that I would like to discuss.

(A) Authors' teas.

(B) Literary lectures.

(C) Book-week celebrations.

Granted that you have arranged for the exclusive appearance of a popular author at your bookshop on a certain date, lay out your scheme of procedure with all the care and thought of an important campaign. Allow plenty of time—at least three weeks—for preparations, then order your stock of books at once. Most publishers will send one half protected, if you write and explain the situation. Ask them at this time for photos and publicity material, to be sent immediately.

Next make a list of seventy-five or a hundred of your best patrons, including the city's leading society and literary people, whether they are your customers or not. Two weeks before the date of the party begin to phone these people, asking them to be patrons and patronesses for the afternoon. Do not try to sell them books at this time. If they are to be out of town, ask if they mind your using their names. We have never once been turned down,—in fact at my first party I made the list too short, and had customers actually mention that they were not asked to be patrons,—as if they were a bit put out! Every single person on the list should be approached personally over the phone and the list typed, discreetly using the most influential names at the head—a week before your date. Be sure to include college presidents, heads of the English departments, principals of high schools, etc. Invite an influential person to introduce the author.

Meanwhile get your invitations ready to send out to the entire mailing list. I have found the following form effective, multigraphed on good plain stock, the size of that used for formal social invitations, addressed in long hand, and mailed in a plain envelope, with stamps. Mail these to arrive the morning the newspaper story "breaks."

RICH'S BOOKSHOP

invites you and your friends to a tea in honor of

CORRA HARRIS

author of

"A Circuit Rider's Wife"
Friday, October twenty-sixth—three thirty
o'clock

The anouncement that the author is to speak can be given in the newspapers.

Window and inside displays should be made about a week in advance, with placards carrying the above invitation placed in strategic positions throughout the store. These displays must also carry the price of the books, stressing the autograph feature. We never charge more than the list price of the book, the autograph being considered a service to our customers.

Of course, the entire sales force has been fully informed as soon as the party is definitely arranged, and every customer who comes into the bookshop is given full information, and shown the books, orders taken, etc. This information might be given to salespeople throughout the store for similar use.

Newspaper Publicity

The next step is the newspaper publicity, an extremely important item. Here are a few pointers. Your first story, for the news departments, should, if possible, appear on a Sunday, so that no one paper (if there are several in your town) will feel slighted. Have the story properly written, long enough to command good space, and take it personally to the managing editor, with a picture of the author, at least two days before you are ready to have the news break. This should be not more than five or six days before your scheduled date. If your author is coming early in the week, forget the Sunday "first story" and give your leading paper the break, specifying on the copy, "Wed. morning," etc.

The next notice, about two or three days later, goes to the Society department. It merely says, "Rich's Bookshop issues a cordial invitation to the public to meet Corra Harris, famous author, on Friday, October twenty-sixth, at three thirty o'clock, in the bookshop, on the sixth floor." One more paragraph, giving a repetition of the outstanding facts about the writer, then the notice that she will talk about her life, and will be introduced by so-and-so. Then the line, "The following will be patrons and patronesses for the affair." Attach the list, typed in full, using Mr., Mrs. or Miss before each name. The papers will cut this out it they don't want it, but often they will use it. The result is quite impressive.

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If possible, have your author arrive the day before the party, and ask the city editor of each paper to send a reporter to the hotel for an interview. If this is not possible ask him to arrange a story of some kind for the paper. Also run an ad either the afternoon before, or the morning of, the party—both, if you feel quite wealthy! Ask for photographers, reporters, etc., at the affair.

When it is all over, write a note of appreciation to the managing editor, society editor, etc., of the papers.

Inside Set-up

Meanwhile plan your store set-up. Our location, adjoining the tea room, is ideal for this. We arrange it auditorium fashion, borrowing a table and chairs from the furniture department for the platform.

Arrange a large tea table in a convenient place nearby, with a beautiful lacy cloth borrowed from the linen department, a vase and candlesticks from the silver or china department, and attractive punch glasses and plates for wafers. Have everything as homelike as possible, with flowers and lighted candles. Punch and wafers are sufficient to serve, and usually we have the maids in the tea room assist us, but some attractive young society girls would be an addition to the picture.

Have a desk and chair placed in an open space, with blotters, fountain pen, etc., and a few of the author's books on top, for the autographing.

Greet the customers as they come in, escorting them to seats. Arrange with the person who introduces the speaker, or plan yourself, to make the announcement at the close of the talk, that the author's books are for sale—mentioning one or two by name,—and that he or she will be glad to autograph them now. Invite them to have punch or tea, and to meet the author personally. If the audience is between the speaker and the autographing desk, ask the audience to remain seated a moment until those on the platform can get to the other side of the room.

This latter is important, for if they begin to crowd around the author it is hopeless to get him to the desk, and customers will leave rather than wait too long. We have found that more people buy at this time than give advance orders, unless the author is exceptionally famous.

Someone, the head of the department preferably—should be detailed to stay close to the author, to prevent his being imposed on or crowded too closely. It is a trying ordeal, both for the author and bookshop, but a delightful one if successful, and well worth the effort.

(B) Literary Lectures

In October, 1932, we presented a series of six weekly experimental lectures under the group heading, "Half Hours with Modern Writers." The result, from the attendance standpoint, was most gratifying. Few books were sold directly from the lectures, but we feel we have made many new friends and customers for the bookshop. The average attendance was a hundred and fifty.

We were fortunate in obtaining the services of a prominent Atlanta woman for these lectures and paid her a set fee for the series of lectures.

We limited the talks to thirty minutes, and began on time, at least never more than five minutes late. Ten o'clock was the time finally decided upon and in spite of many protestations that no one would get to town so early, we always found this the best hour. From the department store viewpoint this left the customer some time to shop before lunch—or some time before the lecture if she wished to come to a nine o'clock sale.

The Literature Division of the Fine Arts Department of the Atlanta Federation of Women's Clubs agreed to sponsor the lectures. A form letter was sent to each of fifty-two clubs in the Federation, about three weeks before the series opened, asking that it be read at the next meeting.

The president of the City Federation was asked to introduce our speaker at the first lecture. Thereafter we were on a very informal basis, and gave no introduction. I personally usually welcomed the audience and made announcements regarding next week's subject, etc.

The first newspaper notices were in the news section, accompanied by the speaker's picture, announcing the entire series, stressing the half hour limit, featuring the Federation sponsorship, Rich's Bookshop service to the public, in line with our general plan of having our shop the center of cultural activities in the city. Thereafter the subject of each lecture was announced in the

paper the day preceding and the morning of the lecture, in the news section, as a brief announcement. A small ad was run in the

evening paper.

In addition to this, five hundred plain cards were multigraphed in the store announcing the series. These were given to our bookshop patrons as they came in, placed on the tea room tables, in the corner of the elevator signs, and given out as automobile checks were cancelled.

About two hundred and fifty came to hear our Pearl Buck talk.

Letters of appreciation were so numerous that a second series was arranged, "Certain Nobel Prize Winners." An effort was always made to time the lecture with an important new book by the author,—for instance "Sons" was published three days before the talk on Pearl Buck.

(C) Book Week Celebrations

These should as far as possible be in line with what the public schools are doing each year, as this attracts the greatest number of children.

In 1931 I found that the grades were each preparing book plays. So I conceived the idea of attending some of their rehearsals, picking out the best ten, and inviting them to give their plays in Rich's Tea room on the Saturday of Book Week. We offered prizes in books—\$10 for the first, \$5 for the second. In addition all the children were invited to come dressed as book characters, \$2.50 in books being offered for the best girl's costume, and the same for the best boy's.

About three weeks before the eventful date I went to the superintendent of schools with my idea, obtained permission and phoned some of the principals. Invitations to visit the schools poured in. Each time the entire school was assembled in the auditorium I was introduced as from Rich's Bookshop, my proposition explained, and I made a two-minute talk on Book Week, invited them all to come on Saturday, and then saw the plays.

It was not difficult to select. I aimed at variety, and those that would tie in with books. "Alice in Wonderland" (The tea party scene) and "Tom Sawyer" were inevitable. "Hitty" was very cleverly done as were a scene from "Little Women," and a rendering of "The Duel" ("Gingham Dog and Calico Cat"). Schools from different

parts of town,—and particularly the most desirable ones—were represented, letters of invitation forwarded to those selected, and charming replies of acceptance came from the children themselves.

On the afternoon set,—not one cent having been spent in advertising, other than my time and the ten invitation letters sent out,—children began to come by twelve o'clock (three-thirty was the hour). By one P.M. I had to call for help. By two-thirty at least five hundred were waiting, and we finally estimated the capacity crowd,—cramming every available inch of space,—at about one thousand.

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Last year we put all books but recommended children's books away on the shelves. Fiction, non-fiction, series books, etc., were relegated to the background. The entire set-up of our department was for the children. The center front table was given up to Louisa Alcott, with pictures (obtained from the publishers) of the author, her home, her family, and her books, all editions represented. One table was devoted to "Uncle Remus," featuring puppets of the characters loaned by the Atlanta Junior League, among the books. Other tables were "Old Favorites" ("Alice in Wonderland," "Robin etc.); another "New Favorites" Hood," ("Hitty," etc.). Then "Books of All Lands" (Globes, Child's Geography and History of the World," "Hans Brinker," etc.). Then "Books for Tiny Tots" ("Mother Goose," "Peter Rabbit," etc.) and "Books for Older Boys and Girls" (including some poetry, and high school age selections). Pictures of authors, and mounted illustrations from the books, obtained from the publishers, were placed here and there. This is not as simple as it sounds, as we were quite particular about the books we put out, any in doubt being omitted.

A letter was sent to all public and private schools; inviting the school to visit the depart-

ment as a Book Week project.

In a number of cases groups came with teachers, and many of the schools gave credits to the children visiting the exhibit individually. We made a point of personally conducting each child, as well as each group, around the department, talking about the books and authors. The message was read in many schools, the visit reported orally in many others, and thousands of children inevitably talked about it at home.

"And Rested the Seventh Day"

MARGARET J. SPICER

Greenwood Book Shop, Wilmington, Delaware.

"And rested the seventh day"—that phrase from one of the commandments has been coming to my mind ever since, long ago, Warwick Deeping's "The Ten Commandments" was published and took its place on the fiction shelves, (Deeping who does not have to be read, to sell or to circulate in the Library).

That was the beginning, and it comes again and again as I go about the shop Saturday evenings gathering up books to be taken home and read over the weekend. I take the books home to be read because I am piqued at reading in the *Publishers' Weekly* about the successful women booksellers who write or have it written about them that they read every book they sell. I wish they would tell us their method. I don't even try, because I don't see how it is physically, not to mention mentally and intelligently possible.

But to return to "and rested the seventh day." Is there a bookseller, a really interested one, who spends the weekend at home who does not read the New York Times Book Review, or Herald Tribune Books, or Saturday Review of Literature, or Book Notes by Virginia Kirkus, or Publishers' Weekly or Retail Bookseller or all of them? Added to these, one may take into consideration, William Lyon Phelps, the Atlantic Book Shelf, the reviews in the American Mercury, the Nation, the New Republic, and the hundreds of other sources from which come our Monday morning inquiries.

Whether it is that result of the depression which has curtailed budgets for entertainment, or whether it is because people are using their leisure intelligently according to suggestions from Pitkin, Hambidge and others of that school, we do know, in our experience, that not only the books that everybody reads are selling, but also, we know that requests for books on all sorts of subjects are increasing. And this situation tends to keep us booksellers reading and checking up on reading lists wherever they appear.

But by the time these are read, the seventh day is pretty well over, and if just titles and

reviews can take so much of a day where is the time for reading books?

A bookseller's life must look very easy, because I know plenty of my own sex who say they "would just love to work in a bookshop and have time to read all those books." But I have never begun and read and finished a book during working hours, except maybe a child's book, and I believe the same is true of every one with whom I work.

This last Saturday evening, I gathered together Volume Five of Mark Sullivan's "Our Times"; "The Man of the Renaissance" that has had such splendid reviews; "Mary of Nazareth" by Mary Borden; "Precious Jeopardy" by Lloyd C. Douglas and some other short Christmas stories which ought to help the "plus sales."

Among the children's books I chose "Digging in the Southwest" by Ann Axtell Morris; "Frog," "The Horse That Knew No Master" and "The King's Mule." And for my story of family life, "Within This Present" by Margaret Ayer Barnes. Do I really read and "digest?" No, it is not possible. But I do get some points that can be used for selling and to read "Within This Present" is as refreshing and brain clearing to me as

men say mystery stories are to them.

Then these books go back to the shop and others will take their places the whole year through. But there do come weekends when the mind is so jaded and satiated with books or anything to do with books that everything is thrown to the four winds; and the seventh day is a holiday in deed and in truth. One can even go into the shop Monday morning a bit defiant and indifferent to the questions that are asked. But that state of mind soon passes. One likes to be ready to answer questions and so goes back to reviews and "reading" books.

What a pity we ever have to feel surfeited with such a good thing as reading! I often think as I see the last persons leaving the shop Saturday nights with new books or library books tucked under their arms, "How I envy them their tomorrow, resting the seventh day, by reading for pleasure."

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SANFORD COBB						ALICE P. HACKETT
ALBERT R. CRONE						Publications Manager
Louis C. Greene						Advertising Manager

December 9, 1933

HOLD every man a debtor to his profession, I from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto. -BACON.

What Are Serial Rights?

LATELY AN INCREASED CONFUSION has grown in the field of serial rights, and this confusion



should be cleared up. The definition of a serial is, according to Webster's Dictionary and according to common publishing practice: "appearing in successive parts or numbers."

It has been customary

for an author whose writings are suitable for use in periodicals and who can find the opening to sell his work for serial use before the book publication. This in common practice means that a piece of fiction—and it is usually a piece of fiction that is so usedruns from three to eight installments in a weekly or monthly magazine.

Book publication, if possible, is scheduled in the same month as the last installment in order that the book may take advantage of the publicity thus gained, and thus the author's fame and circle of readers is expanded.

After book publication the author, through his publisher, arranges, if possible—and the opportunities for this are less than for first serialization—for the use of what is known as "second serial rights," these being the right to print a story as a serial in a newspaper after book publication, a newspaper reaching an audience that is not disturbed by the fact that the material has already been in book form. Sometimes the second serial publication again gives the book a start or synchronizes with the release of the moving picture, thus helping to build up the general demand for the author's work. Occasionally newspaper rights are sold a second time a year or so after.

What has happened now is that newspapers—the Philadelphia Record, for one, with its large Pennsylvania circulation—have been publishing fiction immediately after the appearance of the book and publishing the whole story in one Sunday newspaper. In advertising this feature the Philadelphia Record boasts of the fact that this is the same material that would make a \$2 book. Therefore the bookseller, and even the rental library, is obliged to sell a week-end's reading in price comparison with the ten cent Sunday newspaper. If this same story was issued in three to ten installments, the public would make no such comparison and the author's book market would not be subject to the curtailment that it is today.

There are two things that are obvious about the situation: In the first place, serial rights by definition and fair practice do not mean the right to issue the whole story in one installment; secondly, if the author is shortsighted enough to give a newspaper the right to issue the book complete without relation to the just rights of the book publisher, that author has, of his own volition, signed off all possibility of successful book publishing and of the building up of a substantial reputation through his books for sales in other markets. For the moment this seems to be simply a plague on the Pennsylvania booksellers, but it is a plague like other of the seven plagues that are stinging the great body of American bookselling beyond

Authors should be cooperating with publishers in that most important of all current needs of the world of books, the rehabilitation of the general display and sale of books through retail outlets. Than this there is nothing so important in the world of books

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Graphic Arts Code Soon?

IT IS EXPECTED THAT the Graphic Arts Code will be signed next week. To be sure, this announcement has been made from time to time since the hearings on this code began last September, but today the completion of this code is in the hands of General Johnson himself, and very urgent pressure is being placed on all to bring to completion all the agreements needed for its final issuance.

The results of this code are fundamentally important to every user of print, and most certainly to publishers and buyers of books. It is also of importance that when this Graphic Arts Code is out of the way it may be expected that the other codes like the Publishing Code in its several sections and the Bookselling Code will be taken up and new progress made.

Of course the great difficulties of completing the Graphic Arts Code have been on the questions of hours and wages. The differences in scales that exist between the large city plants, large country plants and small country plants have been so great that harmony has been almost impossible. The employing printers, both those of letterpress and planograph equipment, have adopted a fortyhour standard since the coming of the NRA, and they have stood stoutly for this basis while the unions argued for a thirty or thirtytwo hour week. It may be possible to pass along the extra cost of a thirty-two hour week in some industries, but in the booktrade whether with schoolbooks or trade books this would be impossible, and publishers are convinced that it would be against the interest of the workmen themselves if such a standard of hours were adopted without corresponding decrease in hour rates. Publishers have pointed out that as in both skilled and unskilled areas labor has had higher wages in book production than is the general average in industry, there is no present economic argument for increasing wage earnings in the book manufacturing industry, that wage increase cannot now be passed on to the consumer.

Seven divisions of the book publishing industry have signed the petition that took the stand for firmly resisting any request for a further move below the forty hour a week standard.

Pleasure and Fright

WE ARE BOTH PLEASED and frightened to note that the great Oxford English Dictionary has drawn freely on the Publishers' Weekly for illustrative material in its supplement of new words. Pleased that the erudite editors of that masterpiece should consider our humble publication worthy of regular study and frightened that our modest rhetoric should be so constantly subjected to the scrutiny of such a body of scholars.

When we first discovered references to the P. W. in the O. E. D. we made a game of trying to discover just what words were sufficiently germane to the booktrade to be illustrated from our pages. Here are a few of them: blurbed, colophon, columnist, editor, first, flop, jobbing, juveniles, plug, price cuts, press books, printing, publicity men, rental, rental library, reorder, sales-people, trim, turn, unbooked, user, want-ad, western, windowtrimming, wise-cracker, writing in.



"DO UNTO OTHERS"

HIS will be the happiest Christmas for many people. Laughter will have a new ring, voices a new confidence. Share some of your joy by using Christmas Seals on your letters, packages, gifts, and cards. The gay little stamps will brighten your message. The funds they provide will help prevent, find, and cure tuberculosis throughout the year.



The National, State and Local Tuberculosis
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News of the Week

Radio Series to Push Juvenile

For the first time in book history a consecutive radio advertising campaign is being devoted to the promotion of the bookstore sale of one title. Nine fifteen-minute broadcasts, the first of which was given Monday, December 4th, and the last of which will be heard December 22nd, will dramatize Harcourt's dollar juvenile, "Junket Is Nice." The programs will be sent out over WOR, New York, every Monday, Wednesday and Friday at 5:45 P. M., just after the sustaining feature, "The Count of Monte Cristo," and just before the most popular children's broadcast on the air, "Uncle Don." The same programs will be broadcast from WMAQ, Chicago, at 5 P. M., following the popular feature, "The Wizard of Oz." These two stations reach a potential listening audience of more than six and a half million radio sets.

Each broadcast will repeat the dramatization of the story, but the announcements before and after the dramatization will be different each time, and continuity interest will be kept up by a prize contest, in which listening children will be urged to send in "wrong guesses" to rival in originality the wrong guesses that all the people in the world make, in the book, about what the old man is thinking about. The first prize for the best wrong guess will be \$50, the second, \$25, the third, \$10, and there will be ten additional prizes of \$5 each. The judges will be the author, Dorothy Kunhardt, and the editorial staff of Harcourt, Brace & Co. Guesses will be forwarded to Harcourt, Brace from the broadcasting stations, and the publishers will write a letter to the parents of each contestant, suggesting that "Junket Is Nice" would be an acceptable gift for the child, and that it can be purchased at the local bookstore for \$1. No effort will be made to build up a direct sale by the publisher, and wherever possible local shops will be notified who the contestants in their neighborhood are.

Harcourt, Brace is spending more than \$3,000 on this experiment. The program has been expertly prepared by an agency and all results will be accurately reported to the trade. The sale of more than 5000 copies of "Junket Is Nice" since September indicates the possibility of a good reaction to this program.

Longmans to Move

Longmans, Green & Company will on January 1st move their offices from 55 Fifth Avenue, New York, to 114 Fifth Avenue. In this new location they will be in the same building with the Oxford University Press, and the plan of the two firms is to make common economies by cooperation in essential services, such as common warehouse and shipping facilities and common staff for handling billing without any organic connection between the two firms.

The cooperation in selling will be restricted to the Trade Department, of which Russell Garton, formerly head of the Trade Sales Department of the Macmillan Company and later with Long & Smith, will be Sales Manager.

The business of the two firms will be as separate as before, Edward S. Mills being President of Longmans, Green & Company's American corporation and G. F. J. Cumberlege, Director of the American branch of the Oxford University Press. Mr. Mills has for some time been especially interested in cooperation among publishers in essential services, and has had cooperative arrangements with Dodd, Mead & Company, Coward McCann, Inc., and Sheed & Ward. Coward McCann, Inc., have made no announcement as yet as to where their location will be when Longmans' move is completed.

Remainders

Commenting on the article by Alexander Grosset on the menace of remainders an English bookman writes to the *Publishers' Weekly* under date of November 6th as follows:

"One English publisher who has control of many subsidiary companies used—I dare say does now—to make it his business to print a certain number of copies to give him a substantial profit and no more. If the book sold well but with no great demand, he would not risk a second printing and the author lost the extra sales in case the book might have gone well. If it didn't sell, I have known this publisher to remainder at the end of twelve months. The reason was that with the heavy list of books he had contracted to produce he needed to give them a clear run

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and was bound to clear his shelves of stock. This position from the author's point of view was disastrous. To begin with, booksellers who knew the publisher's habit would not care if they had once been caught to stock the original edition if the remainder sale was made after twelve months. They would not try to push such a book but merely keep a sufficient stock to meet demands. The authors were thus deprived of their royalty on the full price and were only paid on the remainder prices. Such was the urge to keep his lists open for his new books that he did not seem to think that his plan might recoil upon him. I fear that the last state of that firm will be considerably worse than the first. It seems to be merely a matter of time, but the authors will suffer dreadfully."

"Ulysses" Approved by Court

On December 5, in the Federal Court of the 7th District, New York City, Judge John M. Woolsey rendered a decision that James Joyce's "Ulysses" could be published in this country. So, Bennett Cerf, president of Random House, announces that he will publish the book the middle of January. A considerable part of the book is copyright so that a sharp watch will be kept for pirates. The Random House edition will be complete and unabridged, will sell for \$3.50 and will have a new introduction written by James Joyce.

In rendering his decision, Judge Woolsey said:

"I am quite aware that owing to some of its scenes 'Ulysses' is a rather strong draught to ask some sensitive though normal person to take. But my considered opinion, after long reflection, is that whilst in many places the effect of 'Ulysses' on the reader undoubtedly is somewhat emetic nowhere does it tend to be an aphrodisiac. 'Ulysses' may, therefore, be admitted into the United States."

Oxford Supplement Published

THE SUPPLEMENT to the great Oxford English Dictionary which appears as Volume 13 of the re-issue published last month, was issued separately on December 7, at \$40. The separate edition is printed on pure rag paper to match the original 1928 edition of the Dictionary, and may be obtained free, subject to certain conditions, by bona fide owners of the original issue on application to the Oxford University Press.

Code Column

THE AAA (Agricultural Adjustment Administration) is pushing through a code covering the food industry which will have a provision in it prohibiting destructive price cutting or the use of loss leaders. "The use of a loss-leader," states the code, "shall be established by proof of sale, or an offer to sell, any product at less than its invoice or replacement cost, after deduction of all discounts, whichever is lower, plus any determinable transportation charges to point at which sale is made."

THE NEW YORK CITY RETAIL CODE AUTHOR-ITY has made some general decisions that affect bookselling as well as other industries. Among these decisions is that there can be no use of merchandise as free premiums; that is, no one can announce that a certain article is given free, while, in reality, it is a premium whose cost is included in the price of the other articles being distributed. It would be possible to offer two articles for a joint price but not to indicate that one of them was a free premium, as has often been done in the case of books. A bookstore asked for an exception to permit one part-time employee to work a split shift, one hour during lunch and four hours later in the day. The Code Authority decided against this plan as breaking down one of the basic features of the code.

THE FEDERAL DISTRICT COURT in Florida decided that the local Code Authority did not have adequate power to enforce within state lines the net price code provisions of the cleaning industry. The National Administration, however, has, through its legal department, decided that this decision is not well based on the law and that the Recovery Act is undoubtedly constitutional, this being the prevailing opinion among all competent legal authorities. The NRA officials intend to force compliance with this net price system as with other features of the code system. They maintain that chaotic conditions in local trade are creating havoc in interstate commerce and that industrial well-being cannot be restored without regulating the former. The NRA officials will find a perfect example of local chaotic conditions having serious national influence if they come to study the bookselling situation as they are being so strongly urged to do.

THE FUTURE OF THE NRA has been still further imbedded in the industrial ideas of the country by the petition of the steel institute for continuation of the steel code for another six months. Day by day the two hundred-odd members of this institute are meeting at the Empire State Building and planning out reconstruction measures for this fundamental industry. Other industries are taking note of the success of the steel code.

Many states are following California's lead in adapting their statutes to supplement the National Industrial Recovery Act in its program of rehabilitating industry. Ten states have taken such action. Eight of the ten, all except California and Massachusetts, declare that their anti-trust laws shall have no effect upon either state or national code. These other eight states are Colorado, New Jersey, New York, Ohio, Texas, Utah, Virginia and Wisconsin.

Bard Leads Radio Poll

For the benefit of those who wonder what a radio entertainer reads, the Columbia Broadcasting System has sent out a news release which reveals Shakespeare as the favorite author among Columbia "personalities." Ten out of 43 of the artists named the Bard among their favorite authors. Dickens followed with seven votes; Galsworthy had six; Mark Twain, five; Aldous Huxley and Balzac, four each; Somerset Maugham, Tolstoi, Anatole France and Dumas, three each, while two votes went to Clarence B. Kelland, Sinclair Lewis, Peter B. Kyne, Fannie Hurst, Ernest Hemingway, Kipling, Hugo, Homer, Shaw, Voltaire, Schopenhauer and Emil Ludwig. Radio's favorite book is The Bible, which received 21 votes; "Les Misérables" received five; "Hamlet," four.

New Fifth Avenue Store

HIMEBAUGH AND BROWNE has opened a large store on Fifth Avenue, between 45th and 46th Streets, in which both new books and sets are being shown for the Christmas trade. This is in addition to the old store at 4 East 46th Street.

Philippine Bill Vetoed

THE GOVERNOR of the Philippines has vetoed the bill which proposed to make it obligatory that the school books used in the Philippines be manufactured in the Island.

Covici to Issue Magazine

PASCAL COVICI, who came from Chicago five years ago to form the book publishing firm of Covici, Friede, will issue some time next spring a monthly magazine which will appear on the newstands as *The Yellow Cat*, a Journal of Gossip, Crime, and Murder. The name of the editor cannot be divulged at this time, but he is a former newspaper man, since turned author, whose books both fiction and non-fiction have been highly praised and widely read.

Mr. Covici will continue to play as active a part as ever in the affairs of that firm. The Yellow Cat is not his first venture into the magazine field. When he was publishing books in Chicago he also issued The Chicago Literary Times, edited by Ben Hecht, and Ezra Pound's magazine, Exile.

Stamp Auction Rouses Collectors

THE BOOKTRADE HAS TO ADMIT that an auction of stamp rarities such as the recent sale of the Arthur Hind collection arouses as much new interest as the sale of a famous library, and morning by morning the sale totals were quoted, thus stimulating more people to look out for rare stamps and to try to fill in collections which they have started. When a block of four stamps with the airplane upside down, part of the only known sheet thus imperfectly printed, was sold at top price, there was a natural comparison with the many misprints in books which have from time to time made high prices possible. The government, probably, makes few misprints as compared with the average book printer.

Correction

W. K. Stewart of the W. K. Stewart Company of Louisville writes in correction of our recent reference to the history of his stores that the date of his purchase of the famous old firm of Robert Clarke Company was July, 1909. John G. Kidd took a position with the firm in January, 1910. Six years later, in October, 1915, the equally famous store of Charles T. Deering & Company of Louisville was purchased. This with Indianapolis store bought from Bobbs-Merrill Co. made the trio of Stewart stores, each one having been built up after taking over an old and famous establishment in a big and busy city.

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New York Booksellers Take Action Against Department Store Price Cutting

THE AMERICAN BOOKSELLERS ASSOCIATION has pinned its faith on the fundamental principles of the Recovery Act in outlining before the Retail Code Authority in New York City its argument against the use of loss leaders. One of the fundamental policies of the Act is that "in a national emergency which affects the public welfare and undermines the standard of living of the American people, it is declared to be the policy of Congress to provide for the general welfare

by eliminating unfair practices." Under this general declaration the codes are drafted, and, if the Retail Code is so interpreted that individual merchants have no protection against the policies of large department stores, the Retail Code, as drafted under the influence of department stores, must have been intended to give such stores complete power of life and death over smaller merchants. So argued Frank L. Magel, Cedric R. Crowell and Arthur Womrath, representing the booksellers, who were given an attentive hearing on Thursday, December 7, before the Retail Code Authority of New York City, of which Grover Whalen is chairman. Chairman Whalen agreed that the arguments should be referred to the legal department of the Code Authority, and that the hearing should be continued next Thursday, at which time it is expected that publishers as well as retailers will be present.

The booksellers pointed out that the Retail Code was undoubtedly intended to protect one department store from the unfair practices of another department store and therefore forbade the selling of merchandise below cost, but if, as at present in New York, three or tour department stores pick upon one type of identifiable merchandise to use as a loss leader and sell such merchandise at wholesale cost, regardless of whether selling and store expenses are covered, relying upon other merchandise to make up the losses, this competition among department stores can not only wipe out the business of every other merchant dealing in a special type of merchandise only, in this case, books, but can undermine the very foundations of the business of publishers, who produce such merchandise. The loss leader merchants will

only sell such titles as they choose, and, having squeezed dry the publicity value of this type of price cutting, can drop books altogether and leave the publisher without reasonable outlets to support his business.

Attending the hearing as members of the Code Authority representing department store interests were Bernard Gimbel, of Gimbel Brothers; Michael Schaap, president of Bloomingdale's; Walter Hammitt, vice-president of Loeser's; Grover Whalen, representing John Wanamaker, and Delos Walker, vice-president and general manager of R. H. Macy & Co., who represented Percy Straus, president of the company.

The booksellers' delegation asked the Code Authority to act under the anti-monopoly clause of the Retail Code, charging that Manhattan and Brooklyn department stores were obtaining a monopoly of the booktrade through predatory price cutting, and that unless action were taken many small booksellers would be thrown into bankruptcy. It was believed to be the first time the antimonopoly provision of the Code had been invoked.

It was explained that since department stores receive certain extra discounts from publishers for buying in quantity they have not been selling below actual invoice cost, and therefore cannot be brought up for violation of the "loss leader" clause of the Code. When there seemed to be no other way out for the small dealer the monopoly clause was

The situation was first called to the attention of Grover Whalen in a letter from Frank L. Magel, in which he declared that "present conditions are decidedly unfair to booksellers and are becoming worse daily." "It could not possibly have been the intention of the framers of the Retail Code," Mr. Magel's letter continued, "to put the small dealers in any industry so completely at the mercy of large department store competition. We believe that the Code Authority has the power under Article XI, Section 3 of the Retail Code to protect the small dealer from such intolerable practices."

Along with his letter to Mr. Whalen, Mr. Magel enclosed a letter which had been sent

to Cass Canfield, president of the National Association of Book Publishers, in which was outlined in detail the predicament of the small dealer.

The letter to Mr. Canfield declares:

"The point I wish to make to you—as clearly and as definitely as it is possible to make it—is that the price situation in New York in regard to books has reached the stage where, if it is continued through the holiday season, the bookstores will find themselves in a sad plight indeed. If it is important to publishers that these outlets continue to function and pay their bills, then it is necessary that publishers take whatever measures they can to eliminate or adequately curtail predatory price cutting on books by department stores. Unless this can be done, there is nothing but inevitable bankruptcy ahead for the bookseller.

"Among department stores, R. H. Macy has been the leader in price cutting of books. Other stores have hesitated to meet them because there was no bottom. Now, however, the Retail Code names invoice cost as the bottom, and all competing department stores with the bottom price pegged at invoice cost, can (and in fact do) meet the Macy competition. Macy still strives to maintain the fiction of lower prices, the result being that instead of a price war on an occasional item or series, the competition is spreading to more and more items, until practically all of the best selling current and standard books and series are included.

"Why should any one in New York buy any current or standard book at a bookstore? How can the public be expected to have any confidence in the integrity of published prices? How long, under these conditions, can bookstores last? Will not the publishers eventually pay for those conditions by the failures that will result? And will not these conditions inevitably spread to the entire country?

"When the Retail Code was drawn the invoice cost provision was intended to control the sale of 'loss leaders' used as customer bait. It was certainly not intended that any store could take all of the major items of an industry and sell them at prices that would put them in the 'loss leader' class with the result that the legitimate dealers in that line would be forced out of business.

"If therefore the department stores will not be swayed by reasonable argument, I call upon you to help protect your interests and those of the bookseller by demanding of the Code Authority that they enjoin these intolerable practices by applying the provisions of Article XI, Section 3 of the Retail Code which stipulates that these provisions shall not be interpreted or applied to promote monopolies or monopolistic practices or to eliminate or oppress small enterprises or to discriminate against them.

"Certainly the practice of selling all of the current best selling and standard items of an industry at invoice cost, or at prices that cover only a small portion of the cost of doing business, does tend to promote monopolies, to eliminate and oppress small enterprises and to discriminate against them."

It was reported that the Code Authority was inclined to sympathize with the booksellers and intended to examine into the question very carefully with a view to providing relief.

Cost of Textbooks

MINNESOTA HELD A CONFERENCE recently with the textbook publishers on the question of the cost of textbooks. The state is endeavoring to buy its books at cheaper prices and called this conference because it had been claimed that other states were buying at a lower rate. The Minneapolis Journal states that "it is believed that the findings of the committee may recommend that the state print textbooks for the use of public schools and is basing such findings on the fact that many of the publishers do not own their own printing plants." Other states which have investigated this idea have usually found that they were likely to get less well edited books and that these are no savings from the prices offered in the highly competitive textbook industry.

Centennial Edition

A SEVEN VOLUME Centennial Edition of Rowland Robinson, one of Vermont's most typical and best-beloved authors, is being published by The Tuttle Company of Rutland, Vermont. Volume I, which contains an introduction by Dorothy Canfield Fisher and a foreword by Dr. Frederick Lewis Pattee of Rollins College, was published December 1. The set has been designed by Vrest Orton and will be published under his direction. This new edition of Robinson's works has been edited by Professor Llewellyn R. Perkins of Middlebury College.

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Topič, of Prague, Celebrates 50th Anniversary

IN OCTOBER, the firm of F. Topic, publishers, booksellers, and dealers in art objects in Prague, celebrated its fiftieth anniversary in October. It began its career in a little shop on the main street of Prague near the National Theater, and this shop was added to from time to time as the business grew. In 1894 the exhibition hall was built. In 1906 the location having proved insufficient, the firm moved into a neighboring house which had been bought and adapted. Since that time 260 exhibitions of home art as well as foreign art have been held in the Topic exhibition hall. As a publisher F. Topic at first devoted itself exclusively to home literature, publishing, as it still does, the important works of Czech authors. Later, however, translations of foreign authors were added to the list, with the emphasis always on important works, in the best translations.

The bookselling department of F. Topic has had agents in the larger cities of Germany from its inception. In the beginning the chief line of the house was belles-lettres,



Exterior view of F. Topic in Prague



Extremely bookish is the Topic interior. Books from every country in the world may be found on these shelves. The exhibition hall, not shown here, has housed 260 exhibits of Czech art

but in about 1910, when the firm began to publish scientific books and books on political economy, philosophy, etc., a department was opened up to handle this type of literature from the world's great publishing houses. In the 1880's the only French books to be had in Prague were those sent in from Leipzig on consignment. For this reason F. Topič got in touch with French publishing houses and established an agency in Paris for buying French books. At that time only a few old firms in Germany and in Vienna had such direct contacts. Gradually the firm expanded its relations, reaching England, and, later, America and Italy, with the result that it is now famous for its representative assortment of foreign books. Today the firm has business relations with publishing houses and agents in all parts of the world. F. Topic has the exclusive agency in Czechoslovakia for the publications of the Society of Nations, and also has been appointed the exclusive agent of the Foreign Department of Hachette & Cie. for French newspapers and periodicals.

Bookselling in Public Libraries

THE PUBLIC LIBRARY of Dubois, Pa., a very well established library in a city of 11,000, has just had a Book Week, with a Library Bookshop, so called, and books on sale. This display was not restricted to children's books but covered all types of books and was held in the week of November 27th. Carl William Hull, the Librarian, writes of this experiment:

"I have had a similar exhibit to this in smaller towns where I have been connected with libraries. These towns had no bookshop and I felt justified in selling books near the holiday season. In Indiana, Pa., the library worked in connection with Henry Hall, bookseller, who loaned us an exhibit of several dozen dollar titles, juvenile and adult. These we displayed and took orders for, delivery and payment to be made at the store after all our orders were in. This shop allowed the library 10% on the books, which percentage applied to our regular account with the bookstore. This was very simple and required no bookkeeping in the library board treasurer's office. We were able to sell from \$150 to \$200 worth of books, mostly the dollar series.

"In Dubois we have one of the better known small libraries in the state of Pennsylvania, well supported financially and more than meeting A. L. A. standards. There are no bookshops here. We made arrangements with the Pittsburgh News Company to buy outright fifty assorted titles from the Star, Grosset & Dunlap, Burt, Borzoi and Modern Library. We told them our plans, and they agreed to accept our orders from now until the holidays at 25% discount, postpaid. This account will be handed over to the library treasurer who will pay the final bill (for books sold, the original purchase remaining library property). The profits go to a fund which my staff and I are gathering together to purchase a display case."

N. Y. Post Reported Sold

At the moment of going to press we learn unofficially that the New York Evening Post, one of the Curtis-Martin newspapers, has been sold. The new owner is rumored to be J. David Stern, owner of the Philadelphia Record and the Camden (N. J.) Post-Courier. Neither the Post nor Mr. Stern have confirmed the report.

Ten "Significant" Books

A THOUSAND MEMBERS of the Columbia Institute of Arts and Sciences who met recently to hear the first of three lectures on current books given by Edward Weeks, editor of the Atlantic Monthly Press, selected the ten "most significant" books written by American authors during the last century from a list of fifty submitted by Mr. Weeks. The first ten books chosen were "Huckleberry Finn,"
"The Scarlet Letter," Emerson's "Essays," "Leaves of Grass," Poe's "Tales," "Main Street," "Mourning Becomes Electra," "The Virginian," "An American Tragedy," and "Autocrat of the Breakfast Table." Next in line were "My Antonia," "Moby Dick," "John Brown's Body" and Edna St. Vincent Millay's "Selected Poems."

Hodgson in Personal Bankruptcy

CASPAR W. Hodgson, formerly president of World Book Company, has filed a voluntary petition in bankruptcy, listing \$604,356 liabilities, \$523,020 assets. The principal creditor is the World Book Company, \$331,030.

Customers' Choice

Not in many years have there been so many books on the American scene in the bookshops at Christmas Henry G. Castor, manager of the Doubleday, Doran Book Shops in Philadelphia, took advantage of this situation last week and put in a window devoted to current Americana. Beneath a large streamer reading "My Country 'Tis of Thee" were displayed such titles as "Rabble in Arms," "The American Procession," "The Book of Americans," "Over Here," the new edition of "Epic of America," Self-Contained," "The "America Two Franklins" and "John Brown's Body." The latter book is a favorite at this shop and is constantly being sold as a gift item.

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Another successful stunt at this shop, as in many others, has been to take advantage of repeal, by displaying books on drinking. Especially in demand have been "Shake 'Em Up," "The Art of Drinking," "The Art of Drinking More," "Quiet Drinking," "Notes on a Cellar Book" and the books on French and other wines. Novelties such as "The Cocktail Wheel," the "Mix-o-meter" and other cocktail charts have been successful, too.

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Further evidence of interest in the American scene comes from Alfred H. King, Inc., which recently sent out a call for "serious novels dealing with the contemporary American scene." This house reports that a large number of manuscripts have been received, several of which will be announced for spring publication. Perhaps because the book which was given as a model, "Treeless Eden," by Francine Findley, was set in that region, most of the better scripts submitted were laid in California.

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It's not only contemporary America that holds the public interest at present. At the Radio City Music Hall in New York, the



Notables of the publishing world met at Brentano's on November 28th for a tea given in celebration of the opening of a Fifth Avenue entrance to the main store on 47th Street (shown above)

movie version of "Little Women" has been packing 'em in for three weeks. So popular is the picture that the theater opened at 9 A.M. Saturday morning and gave eight showings of the feature picture that day, playing to something like 50,000 people! Lewis Gannett, in his review of "Authors Today and Yesterday" in the Herald Tribune, prophesies that "perhaps Hollywood, having discovered a gold mine in 'Little Women,' will shortly bring Mrs. (Frances Hodgson) Burnett back to fame."

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Sinclair Lewis' new novel "Work of Art," which Doubleday has announced for January 24th, is centered around an American hotel man. Advance promotion on this book is staggering. Last week we mentioned the

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Doubleday has engaged Ernest Fiene, a famous artist who has never before designed a book jacket, to do the wrapper for Sinclair Lewis's "Work of Art." The jacket is shown above, the design running from the front flap all the way around to the back flap

huge oil cloth banner that was available for advance publicity in the bookstore. To that we add the following material for before and after publication, already planned by the Doubleday promotion department:

Paper banner, 44" x 27", for the window. A series of 6 posters to be released over a period of 6 weeks.

A small idea note-book to be distributed to customers.

A 4 page, die-cut booklet on "Work of Art" with story, list of characters, and bookshop order blank.

A light metal sign, 9" x 5", reading "Register now for the new novel by Sinclair Lewis, 'Work of Art,' published January 24th, 1934."

A sign to stick in the tops of books for window display, die-cut in the form of a pen stuck in a potato, with title, author and price of book on the potato.

A Sinclair Lewis literary map of the United States, in colors, edited by Carl van Doren, to be given away by bookshops.

To the bookshops, themselves, will be sent pressbooks showing in detail all that Doubleday plans to do in advertising, publicity and promotion for this title.

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Reviews of current travel books on Italy, under the heading "Trail Blazers," appear in each issue of *Enit News*, the official bulletin of the Italian Tourist Information Office, which is located at 745 Fifth Avenue, New York City. *Enit News* is sent free on request and contains up-to-date information on Italian travel.

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On Tuesday, Dodd, Mead and Co. gave a luncheon party at the Hotel New Yorker for "The Voice of Experience," celebrating the publication date of the book. For the occasion, the Columbia Broadcasting Company arranged that the usual noon broadcast should be made from the dining room so that the guests heard the well-known speaker actually read letters and give advice just as he does eight times every week. The book is based on the questions most frequently asked by the more than two million listeners who have submitted their problems for advice. Then "The Voice of Experience," who is Dr. Marion Sayles Taylor, told his absorbed audience of his preparation for his work.

Dr. Taylor's father was an evangelist, his mother was known as "The Angel of Green Street" for her rescue work in Louisville. After college the son turned to medicine as a career, and in 1908 became attached to the City Bacteriological staff in Seattle. He examined 186,000 women who were in the city's red light district or proposed to take up that way of life. He got the stories of all these women and found out how they had come to take to the streets. He began to lecture on psychology on the Chautauqua and Lyceum circuits, and spoke before 3000 high schools and 300 colleges. So many teachers and parents who came to him with problems about boys and girls talked about their own problems that he became interested in the whys of divorce. He sat with Judge Archibald in his Domestic Relations Court and heard 200 cases, talking to all the applicants about their emotional experiences. He finally sat with 100 judges and heard thousands of cases.

When he began his radio talks, he had by the end of the 10th week, 9000 letters a week, asking advice. Fifty letters a week are answered over the radio; a staff of 30 secretaries answers the rest. The book will be advertised over the radio, directing inquirers to the bookstores.

In and Out of the Corner Office

Douglas Parmentier, who was president of Harper & Brothers from 1924 to 1929, has joined the firm of Alfred A. Knopf, Inc., in an important executive capacity. Mr. Parmentier, who will work directly with Mr. Knopf, will devote his attention to the general book publishing end of the firm and also to The American Mercury.

J. A. McKaughan will join the firms of Blue Ribbon Books and Reynal & Hitchcock on January 1st, to take charge of advertising and promotion. Mr. McKaughan was formerly in charge of advertising of the Century Co., and has recently been connected with the book advertising firm of Denhard, Pfeiffer and Wells.

Mr. and Mrs. Morris L. Ernst were last week at home at their apartment at 46 West 11th Street, New York, for their guests of honor, the editors of the *Nation* and Joseph Wood Krutch, who has recently assumed the post of literary editor of that magazine.

Whitney Darrow of Charles Scribner's Sons gave a small tea at the Ritz-Carlton in New York City for Alice Roosevelt Longworth on November 21. As the guests were chiefly New York editors, Mrs. Longworth said she had been told she would have to be book minded which apparently meant something very different from a mere love of books. Mrs. Longworth's "Crowded Hours" is delighting the public as much as she delighted the editors. **

J. Harold Kittleson of the book section of The Powers Mercantile Co., Minneapolis, has become manager there, succeeding the late Leonard H. Wells. ** **

Mrs. Belloc-Lowndes is always a very popular guest when she comes to America for her annual midwinter visit. Bertha Gunterman, of Longmans, Green, gave a dinner party for her recently at the Town Hall Club. Mrs. Belloc-Lowndes confided to the Publishers' Weekly that she has just finished another of her crime stories, which Longmans will publish in the spring, "Another Man's Wife." Hildegarde Hawthorne, author of "Lone Rider," and recently returned from Europe en route to California, was a co-guest of honor. ""

Warren Wright of Modern Library and Random House is giving book reviews over station WRNY each Monday at 6:30 P.M. Every week Mr. Wright discusses two outstanding books published the previous week.

A tea in honor of Robert M. Coates, author of "Yesterday's Burdens," and David Liebovitz, author of "Chronicle of an Infamous Woman," was held by the Macaulay Company at Sardi's Restaurant on Wednesday, December 6th. Incomplete returns give the Macaulay Company the honor of having held the first post-prohibition literary tea.

The Quarterly Book Survey, a "white list" of books selected by the Cardinal Hayes Literature Committee, has just been made public. Dr. Blanche Mary Kelly is the editor. This list contains the titles of nearly two hundred books of all classes which are approved by the Committee.

Commander Fellowes, between lecture trips under Pond management, was guest at a McBride lunch last week. He seems like just the man to ride the high waves of Mount Everest gales and come back alive. He modestly says that people will like the photographs in "First Over Everest" (January 4th) even if they should skip his text. The Commander is to be over here until February. "# "#

Allan Lane sailed back to England last week with a few books for his English list including Pitkin's "More Power to You!" and the Modern Library Giants.

W. G. Roehrich has been appointed Secretary and Treasurer of the Oxford University Press, New York, in place of H. Sidney Bentzien, who has resigned. ** **

Scribner's has gone to press with another edition of Bud Merrick's adventure book of last spring, "True North," and in doing so has added a number of new photographs selected from Mr. Merrick's Labrador snapshots. "" " "

James T. Clonan entered the service of D. Appleton and Company in August, 1869—and is now a Traffic Manager of D. Appleton-Century Company in his 65th year of continued active service.

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Communications

Your Opinions Are Valuable. Write the Publishers' Weekly

BORROWING AND BUYING

St. Louis Public Library November 22, 1933

Editor, Publishers' Weekly:

I have been interested in the discussion in your columns of book-borrowing and book-

buying.

Some twenty-five or thirty years ago, the booksellers' association of New York held a dinner in which this question was the subject of discussion for the evening. I was one of several librarians invited to be present and I took the ground, which still seems to me to be the correct one, that the copies of books circulated by libraries are little more than free samples and are the very best publicity for the authors and publishers. At the close of the dinner, the booksellers present voted, by a large majority, that the activities of public libraries were an advantage and not a disadvantage to the trade.

Librarians are engaged daily in diagnosing the book needs of the millions of people who crowd the libraries of the country and in prescribing books to read which will meet these needs. Every day, librarians are advising readers to buy books, and even telling them what and where to buy. They are thus acting as unpaid agents of the booktrade, and they are glad to do so, because librarians are interested in fostering and promoting the reading of books, whether privately owned or borrowed. The library, too, is a kind of sample room where the products of the book publisher and bookseller are on display.

Every reading list probably induces a certain amount of book buying, and thousands of these are distributed by libraries. The A. L. A. "Reading With a Purpose" courses, which are so widely circulated in libraries and of which 750,000 have been distributed, recommend 585 books of seventy-five publishers. Many libraries, of course, buy these recommended books—some buy as many as ten duplicate copies. But individuals also buy them. The preface to each booklet reads: "The books should be available in any general library or may be obtained in any good bookstore."

Popular reading nowadays must be inex-

pensive and handy and immensely wide in range. This is a sign of life and health. Publishing and bookselling do not cater, as in former times, to the taste of a limited select clientele. They are serving millions of new readers from all walks of life, readers that the depression has caused to turn to books. And when better times return, many more of these new readers will become owners as well as borrowers of books.

Publishers, booksellers, librarians, newspapers, magazines, moving pictures, artists, radio broadcasting stations, the theatre, lecturers, discussion clubs, churches, schools, colleges and universities—all of us are engaged in the business of disseminating ideas. I fail to see why the use of a library should discourage the purchase and private ownership of books. It seems to me that it is rather an encouragement and a guide to wise selection, and librarians hope to make it more so.

ARTHUR E. BOSTWICK
Librarian

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AUTHORS' CONTINENTAL RIGHTS

The Publishers' Association of Great Britain & Ireland Stationers' Hall Court, London 20 November, 1933

Editor, Publishers' Weekly:

In his letter on the subject of "Continental Rights" in your issue of October 7 Curtis Brown complains that he has frequently asked English publishers to reveal what authors earn on Continental sales but has never succeeded in getting figures from anyone.

We must point out in answer to this complaint that Curtis Brown and the other leading literary agents have received from us copies of the letters which this Association has addressed to the Society of Authors on this subject. If he will give himself the trouble of reading these letters he will find that they contain a considerable number of relevant statistics. These statistics, as we have frankly admitted, are not as complete as we should like. But our contention throughout the correspondence is that the chief argument against premature publication in a

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Continental edition neither needs nor is capable of arithmetical proof. It is based on something that is simpler than the simplest arithmetic, the plain fact that people on the Continent will not buy a 7/6d novel if they think that by waiting a few weeks they can buy it for less than a third of that price. For this very reason Continental booksellers will not stock 7/6d novels in any substantial quantities. Thus the effect of a premature Continental edition is not merely that it kills the sale of the original English edition and subsequent cheap editions, but, more important still, it seriously cripples the Continental sale of the author's next 7/6d novel.

We do not question Curtis Brown's desire to do what is best for the authors' interests, but we maintain that in this matter the publishers' and the authors' interests are identical. The English publishers are losing sales and their authors are losing royalties. If Curtis Brown thinks that the judgment of the publisher is biased, let him seek the opinion of the Continental booksellers whose opinion must surely be completely unbiased. Or let him save himself that trouble by referring again to the letters sent to him by this Association, one of which contains a summary of replies to a questionnaire addressed to the leading booksellers throughout the Continent.

In conclusion, we would point out that throughout the correspondence with the Society of Authors we have raised no objection to the Continental edition per se. Our sole objection is to its premature appearance. No publisher could expect to issue a cheap edition in England or America within a few weeks of first publication without ruining the sale of the original edition.

STANLEY UNWIN President

Obituary Notes JOHN L. CLAWSON

John Lewis Clawson, organizer and chairman of the board of Clawson & Wilson Co. of Buffalo and well-known book collector, died on November 27th at the age of 68. Mr. Clawson was born and educated in Campbell, New York. In 1891 he moved to Buffalo where he organized the firm of Bean, LaDue & Clawson. Six years later he organized the firm of Clawson & Wilson, a wholesale dry goods house. Mr. Clawson possessed a library of Elizabethan and Stuart books and

manuscripts said to be the greatest collection of Early English literature in America next to that of the J. P. Morgan and Henry E. Huntington libraries. It was sold at auction in 1926. A more complete story of this collection will be found on the rare book page in this issue.

FRANK J. WILSTACH

Frank Jenners Wilstach, publicity manager of many of the most prominent players on the American stage, and sometimes referred to as the world's foremost connoisseur of similes, died on November 28th at the age of 68. For the past six years Mr. Wilstach had been an assistant to Will H. Hays, censoring motion picture advertising and publicity. He was the author of "Wild Bill Hickok, the Prince of Pistoleers." For twenty years he had collected similes assiduously and his dictionary, published in 1916 and revised in 1924, is a standard work of its kind, containing the best similes found by the compiler in a lifetime of reading. Classical as well as modern writers were represented in the dictionary. His last collection was "Best Similes of 1932."

AUGUSTINE BIRRELL

Augustine Birrell, English essayist, biographer, legal writer and statesman, died in London on November 20th at the age of 83. Mr. Birrell was graduated from Trinity Hall, Cambridge, in 1872, and three years later was admitted to the bar where he was very successful. From 1889 to 1900 he was returned to Parliament as a Liberal member for West Fife and in 1896-99 was Professor of Law in University College, London. He became President of the Board of Education in 1905 and in 1912 was installed as Lord Rector of Glasgow University. He was the author of biographical studies of Charlotte Brontë, Hazlitt, Marvell and Frederick Locker, the father of his second wife. Mr. Birrell began his literary career in 1884 with "Obiter Dicta," a volume of essays.

HARRY DE WINDT

HARRY DE WINDT, explorer and author, died at Bournemouth, England, on December 1st at the age of 77. He was the author of many books of travel, a book of poems and several novels. Among those published here are two, "My Note-book at Home and Abroad," and "Russia As I Know It."

Market News

One Month from Now - A Forecast

SEA LEVEL, by Anne Parrish. Harper, \$2.50.

MEN AGAINST THE SEA, by Charles Nordhoff and James Norman Hall. Little, Brown, \$2.

MOTHER, by Pearl S. Buck. John Day, \$2.50.

THE FIRST BILLION, by John K. Winkler. Vanguard Press, \$2.50.

SUMMER'S PLAY, by G. B. Stern. Knopf, \$2.50.

Jan. 3. Harper's leading novel for early spring. Big advertising starting with a page in the *P. W.* next week. Poster available. The story of a group of people on a world cruise.

Jan. 5. Captain Bligh's trip in an open boat through dangerous seas. "Mutiny on the Bounty" sold over 65,000 copies, and is still selling.

Jan. 10. An entirely new novel, not part of "The Good Earth" trilogy. First advertising appropriation, \$5,000. Posters and imprinted cards available now for soliciting advance orders.

Jan. 12. A sensational book on the Stillmans of the National City Bank. Advertising to be concentrated first in New York, later on in other cities.

Jan. 15. One of Mrs. Stern's lighter novels, picturing the clash between the natives and the visitors at a summer resort.

Out This Week

AMERICA FACES THE NEXT WAR, by Frank H. Simonds. Harper, \$1.

DECEMBER NIGHT, by Willa Cather. Knopf, \$1.

THE DRUNK'S BLUE BOOK, by Norman Anthony

and O. Soglow. Stokes, \$1.

MR. FORTUNE WONDERS, by H. C. Bailey.

Doubleday, Doran, \$2.

PROMETHEANS, by Burton Rascoe. Putnam, \$2.75.

TONY'S SCRAP BOOK, 1933-34, by Tony Wons. Reilly & Lee, \$1.

THE VOICE OF EXPERIENCE. Dodd, Mead, \$1.50.

The author of "Can Europe Keep the Peace?" says the answer is "No."

A scene from "Death Comes for the Archbishop" presented in attractive format for Christmas sales.

For display, Dec. 5th and subsequently.

Short stories. The December Crime Club selection.

New accounts of famous writers, by the author of the successful "Titans of Literature."

Always in demand by Tony's radio admirers.

Fifty personal talks from another radio feature—a daily broadcast over the Columbia network. "The Voice" has received over 2,000,000 letters from his listeners.

Juvenile Best Sellers for November

- I. THE "POP-UP" MICKEY MOUSE. Blue Ribbon Books, \$.85.
- 2. GET-A-WAY AND HARY JANOS, by Maud and Miska Petersham. Viking Press, \$2.
- 3. YOUNG FU OF THE UPPER YANGTZE, by Elizabeth F. Lewis. Winston, \$2.50.
- 4. THREE LITTLE PIGS. Blue Ribbon Books, \$1.
- 5. THE STORY ABOUT PING, by Marjorie Flack.
- Viking Press, \$1.

 6. NANCY, by Ruth Nichols. Macmillan, \$1.75.
- 7. A CHILD'S HISTORY OF ART, by V. M. Hillver and E. G. Huey. Appleton-Century, \$3.50.
- 8. SPUNKY, by Berta and Elmer Hader. Macmillan, \$2.

- Sixteen stores put the "Pop-Ups" at the top of their juvenile best seller lists.
- The month's best seller at the Wide-Awake Book Shop, Wilkes-Barre.
- The Newbery Medal award brought this immediately to third place.
- The leader in November at the Doubleday, Doran Bookshop, St. Louis; Kroch's, Chicago; and Altman's in New York.
- Came up from tenth place in October. Best seller at the Greenwood Book Shop, Wilmington.
- New to the list. November favorite at Korner & Wood, Cleveland and the University of Chicago Bookstore.
- Also new to the list. Most popular children's book last month at Hochschild, Kohn in Baltimore and Frances McLeod's Book Stall in Milwaukee.
- Children's choice at Preston & Rounds, Providence and the Goldsmith Book & Staty. Co., Wichita.

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Market News

The November Best Sellers

FICTION

- 1. ANTHONY ADVERSE, by Hervey Allen. Farrar & Rinehart, \$3.
- 2. ONE MORE RIVER, by John Galsworthy. Scribner, \$2.50.
- 3. WITHIN THIS PRESENT, by Margaret Ayer Barnes. Houghton Mifflin, \$2.50.
- 4. OIL FOR THE LAMPS OF CHINA, by Alice Tisdale Hobart. Bobbs-Merrill, \$2.50.
- 5. THE MASTER OF JALNA, by Mazo De La Roche. Little, Brown, \$2.50.
- 6. BONFIRE, by Dorothy Canfield. Harcourt, Brace, \$2.50.
- AFTER SUCH PLEASURES, by Dorothy Parker. Viking Press, \$2.25.
- 8. MISS BISHOP, by Bess Streeter Aldrich. Appleton-Century, \$2.
- WINNER TAKE NOTHING, by Ernest Hemingway. Scribner, \$2.
- 10. VANESSA, by Hugh Walpole. Doubleday, Doran, \$2.50.

- Still far in the lead, for the fifth month. 61 of the 89 stores sending us their best seller lists placed it first in fiction.
- Again "Anthony Adverse's" closest rival. Six stores listed it first, and it appeared on the lists of 66 stores.
- An immediate best seller, with top honors at eight stores, including Brentano's, Chicago; Judd's, New Haven; and Loring, Short & Harmon, Portland, Me.
- Up from eighth place in October. Fifth printing. November fiction leader at Woodward & Lothrop, Washington and the Wide-Awake Book Shop, Wilkes-Barre.
- Fifth printing. 45 stores listed it.
- Up from ninth place in October.
- One of the two new titles on the list, both books of short stories.
- A best seller at 33 stores sending us their lists.
- The other new title. 24 stores voted for it.
- A best seller for the third month. Also appeared on 24 lists.

NON-FICTION

- 1. LIFE BEGINS AT FORTY, by Walter B. Pitkin. Whittlesey House, \$1.50.
- 2. CROWDED HOURS, by Alice Roosevelt Longworth. Scribner, \$3.
- 3. MORE POWER TO YOU! by Walter B. Pitkin. Simon & Schuster, \$1.75.
- 4. MARIE ANTOINETTE, by Stefan Zweig. Viking Press, \$3.50.
- THE EDWARDIAN ERA, by André Maurois. Appleton-Century, \$3.
- 6. TESTAMENT OF YOUTH, by Vera Brittain. Macmillan, \$2.50.
- 7. 100,000,000 GUINEA PIGS, by Arthur Kallet and F. J. Schlink. Vanguard Press, \$2.
- 8. THE AMERICAN PROCESSION, by Agnes Rogers and Frederick L. Allen. Harper, \$2.75.
- 9. POOR SPLENDID WINGS, by Frances Winwar. Little, Brown, \$3.50.
- 10. THE FIRST WORLD WAR, ed. by Laurence Stallings. Simon & Schuster, \$3.50.

- Leader for the second month, with top place at 20 stores.
- A very close contestant for non-fiction honors—was the leader until returns from the Middle West and South came in. 16 stores listed it as their nonfiction best seller—in its first month of publication.
- Sixth printing. Was in fourth place in October. The best seller at six stores sending us their lists.
- Four stores, including Scruggs, Vandevoort, Barney in St. Louis and Pettibone, McLean, in Dayton, placed it first on their lists.
- The second title new to the list. November leader at Vroman's in Pasadena, Harvard Cooperative Society, Cambridge, and Miss Williams' Shop, Bronxville.
- Did not quite make the list in October, but made big gains in November. The month's best seller at four stores sending us their lists, including the Personal Book Shop, Boston and George Wahr, Ann Arbor.
- 17th printing. A best seller at 25 stores sending us their lists and leader at Hochschild, Kohn in Baltimore.
- November best seller in non-fiction at Korner & Wood, Cleveland and the Greenwood Book Shop, Wilmington.
- A best seller at 21 stores.
- A best seller for the fourth month.

Market News

The Political Scene

EVERY WEEK this department prints a list of books on special subjects. We will be glad to receive suggestions from booksellers as to subjects which will be helpful to them.

THE NEW PARTY POLITICS. By Arthur Holcombe. Norton, \$1.75.

CONTROL FROM THE TOP. By Francis Neilson. Putnam, \$1.50.

America Swings to the Left. By Alva Lee. Dodd, Mead, \$1.50.

THE ECONOMICS OF RECOVERY. By Leonard P. Ayres. *Macmillan*, \$1.75.

THE AMERICAN WAY: Franklin Roosevelt in Action. By Earle Looker. John Day, \$2.50.

THE THIRD AMERICAN REVOLUTION. By Benson Y. Landis. Association Press, \$1.75; \$1.

Roosevelt and His America. By Bernard Fay. Little, Brown, \$2.75.

AUTARCHY: NATIONAL SELF-SUFFICIENCY. By Charles S. Tippetts. Univ. of Chicago Press, 25c.

America Self-Contained. By Samuel Crowther. *Doubleday*, \$2.

Business Notes

COLUMBUS, OHIO—R. G. Long has opened The Bibliophile at 1830 N. High. A select line of new fiction, biography, etc., will be carried by the shop. In addition, there is a large stock of American first editions.

FAIR HAVEN, N. J.—The Candlelight Book Nook was recently opened at 798 River Road by Mrs. Colin Gray-Lewis. It operates a rental library and has books for sale.

New York City—L. J. Vallon of the New Deal Book Store is not the proprietor as was incorrectly stated in the December 2nd issue. Mr. Vallon is secretary of the firm and Benjamin Duckman is manager.

Shreveport, La.—The J. B. Book Shop has opened a new shop at 528 McNeil Street. The shop has books for sale, gifts, stationery, bridge accessories and operates a rental library. Publishers are requested to send their catalogs.

Two New Magazines

The Independent, a new weekly magazine, has been started in London by the Independent Weekly Publications, Ltd., Bouverie House, Fleet Street, E. C. 4. It is published on Saturday, the first issue having appeared on October 7th, and sells for sixpence. The annual subscription rate is thirty shillings post free to any part of the world.

The Magazine, a literary magazine, issued monthly began with the December issue from 522 California Bank Building, Beverly Hills, California. The subscription rate is \$2.50 a year, 25c for a single copy. Among the contributors in the December issue are Achilles Holt, Josephine Herbst, Albert Guerard, Jr. and Yvor Winters.

Book Theft

The Sweetkind Book Service, of 1145 Chapel Street, New Haven, Connecticut, reports the theft of a first edition of "Ethan Frome." The book was in very good condition except for a roughened front end paper, caused by erasing, and an imprint of Goodwill Industries somewhere in the middle of the volume. Any information relative to this volume would be appreciated.

Trade Note

HENRY M. SNYDER, representative of American publishers in the Orient, has put his imprint on "Facts and Figures of Hawaii" by Louise B. Armstrong, which was published December 6th. Mr. Snyder has published one book previous to this one.

Poetry Award

The National Institute of Arts and Letters, administering the Russell Loines Memorial Fund, has awarded one thousand dollars to Edward Doro, a young Western poet whose first book "The Boar and the Shibboleth" was published last month by Alfred A. Knopf. This is the second award, the first having gone to Robert Frost in 1931. The Institute states that the award is made "periodically, not as a prize but as a recognition of value, even preferably a value not widely recognized."

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The Weekly Record

Describes and Indexes the New Books of all Publishers in a Convenient Reference and Buying List for Bookstores and Libraries

Bi: Bi	ography Ec:	Economics Ju:	Juveniles	Po: Poetry Re: Religion Sc: Science	Sp: Sports Tr: Travel
Adams, Arthur B	arto	Ec	Biederwo	lf, William	Edward

Our economic revolution; solving our depression problems through public control of industry. 209p. O c. Norman, Okla., Univ. of Okla. Press 1.50
The author, a well-known economic analyst, looks
beyond present panaceas for the economic crisis to a
government-controlled economic future.

Aiken, George D. Pioneering with wildflowers. 122p. il. O c. Putney, Vt., Author

The author describes his experiments in growing and propagating wildflowers during the past ten years.

Anthony, Norman [Judge, jr., pseud.] and Soglow, Otto The drunk's blue book. 88p. il. D c. N. Y.,

Stokes A humorous guide to "wetiquette" for drinkers. Audacity! more audacity! always audacity! 31p. D (John Day pamphlets no. 36) [c. '33] N. Y.,

John Day pap., .25
A call for all radicals to unite in opposition to capitalism. Published in cooperation with the United Action Campaign Committee.

Bailey, Henry Christopher Mr. Fortune wonders. 336p. il. D (Crime club)
Garden City, N. Y., Doubleday 2.00
Eight detective stories featuring Reggie Fortune.

Barth, Karl and Thurneysen, Eduard * Re Come Holy Spirit; sermons; tr. [from the German] by George W. Richards and others. 303p. N. Y., Round Table Press The first published sermons of Karl Barth. were prepared from 1920 to 1924. They

Manual of Reformed doctrine. 372p. D '33 Grand Rapids, Mich., W. E. Eerdmans

1.50 Some secrets of style [writing]. 277p. S ['33] N. Y., Peter Smith

Re Frozen assets; twelve evangelistic sermons. 143p. D '33 Grand Rapids, Mich., W. E. Eerdmans 1.00 Boettner, Loraine

A summary of the Gospels; 2nd ed., rev. 130p. map D '33 Grand Rapids, Mich., W. E. Eerdmans

Brown, Paul Spills and thrills [lim., numbered, signed ed.].
no p. il. obl. O [c. '33] N. Y., Scribner 7.50
Fifty pictures by a noted sporting artist of dramatic episodes in which horses figure—in racing, polo, etc. Busch, Mrs. Bonnie Melbourne

Waiting. 255p. D c. N. Y., [Loring & Mussey] The romance of an unselfish girl who had to wait

for her own happiness. Candler, Henry E. A century and one; life story of William Robert

Candler. 319p. il. (pt. col.) O c. N. Y., Putnam

A biography of an Englishman who sailed for America in 1849 and settled in Detroit. Written by his

Carney, Yates Facing his past, to win success and happiness; a

novel based on the life story of Harry Stanley and his brother George A. Bronson. 218p. O c. Cleveland, Better B'ks Co., 850 Euclid Ave. 3.5

How a former criminal won back respectability.

Cather, Willa Sibert December night; a scene from Willa Cather's novel, "Death Comes for the Archbishop." 12p. il. (pt. col.) O c. '26-'33 [N. Y., Knopf] bds., 1.00

Catherine, Sister M. Life of My Saviour [2nd grade text-book]. 195p. il. (col.) S (Highway to heaven ser.) '33 Milwaukee, Bruce Pub. Co.

This List aims to be a complete and accurate record of American book publication. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place, not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from the title-page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request, in which case the word 'apply" is used. When not specified the binding is "cloth."

Imprint date or copyright date is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus:

Sizes are indicated as follows: F (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.

*indicates a translation from a foreign language, a key used at the request of the International Institute of Intellectual Cooperation of the League of Nations.

2028
Charlton, Moyra Three white stockings. 129p. il. (col. front.) D ['33] N. Y., Putnam The true story of a horse called "Chum."
Coan, Clarence Arthur A pilgrimage to Tsuru-ga-Oka [lim. ed.]. 224p. il. D c. N. Y., Putnam 2.50 History, drama, personal travel and art are combined in this account of pilgrimages to the scenes of the chief episodes of a great Japanese tragedy.
Coates, Robert M. Yesterday's burdens. 256p. D [c. '33] N. Y., Macaulay A story, laid in New York, about a restless young man of the present day.
Collins, Clarissa W. Leaves and mosaics; sketches, prose and verse. no p. il. (pt. col.) O c. Montclair, N. J., Montclair Pr. Co. A record of a trip to Europe.
Collodi, C. Ju Pinocchio; 6th ed. 256p. il. (col.) O '33 Chic.,

Chic., A. Whitman 1.00 Coucke, Rev. Valère J. and Walsh, James Joseph

The sterile period in family life. 76p. S [c. '33] N. Y., J. F. Wagner, 54 Park Pl.

Creighton, James Hugh Central banking in Canada. 202p. (6p. bibl.) O '33 Vancouver, B. C. [Clarke & Stuart Co., 550 Seymour St.]

An account of the functions of a central bank, a summary of Canada's recent monetary policy, and a statement of the arguments for and against the establishment of a Central Bank in Canada.

Crossland, John R. and Parrish, J. M., eds. Ju The modern encyclopedia for children. 768p. il. (pt. col.), diagrs. O ['33] [N. Y., Wm. Col-

Daudet, Alphonse

Le petit Chose; nouvelle édition simplifiée by Howard Mitchell. 291p. il. D (Heath's modern lang. ser.; new-type reader) [c. '33] Bost., Heath

A second year French reader for high school or college students.

Deihl, Edna Groff Holiday-time stories; 2nd ed. 128p. il. (col.) D '33 Chic., A. Whitman

Delano, Jane Arminda

American Red Cross text-book on home hygiene and care of the sick; 4th ed., rev. 413p. (6p. bibl.) il., diagrs. D [c. '33] Phil., Blakiston

1.40; pap., .75

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De Morgan, John Old Ironsides. 190p. il. T [c. '33] Springfield, Mass., McLoughlin Bros. .25 Ju

Taming the Barbary pirates, or, With Decatur and Somers in the Mediterranean. 171p. il. T [c. '33] Springfield, Mass., McLoughlin Bros. .25

Tu A Yankee ship and a Yankee crew in the good ship United States. 186p. il. T [c. '33] Springfield, Mass., McLoughlin Bros.

Denton, Clara J. Tu The runaway goat. 128p. il. (col.) D '33 Chic., A. Whitman

Dependent and neglected children; report of the Committee on Socially Handicapped-Dependency and Neglect. 465p. (13p. bibl.) O (White House Conference, section 4) [c. '33] N. Y., Appleton-Century

Dickson, Carr Fi The Bowstring murders. 28op. D c. N. Y., Morrow Murder strikes twice in Bowstring Castle on the East Anglian coast.

Dumas, Alexandre

D'Artagnan; épisode des "Trois Mousquetaires"; ed. by Arthur G. Bovée and Eunice R. Goddard. 266p. il. D (Heath's modern lang. ser., new-type reader) [c. '33] Bost., Heath

A first year French reader for high school or college students.

Edwards, Katherine M. Corinth; the coins; v. 6. 184p. Q '33 Cambridge, Mass., Harvard 5.00

American law reports annotated; vs. 85 and 86; ed. by George H. Parmele and others. 1630p.; 1655p. '33 San Francisco, Bancroft-Whitney buck., 7.50, ea.

Bailey, Edna W. and others
Outline or study of children in schools.
bibl., diagrs. Q (McGraw-Hill euthenics ser.) c.
N. Y., McGraw-Hill pap., 2.25

Bick, Edgar Milton History and source book of orthopaedic surgery 254p. (23p. bibl.) il. O '33 N. Y., Hospital for Joint Diseases, 1919 Madison Ave.

Boodin, John Elof
Group participation as the sociological principle par
excellence. 45p. (bibl. footnotes) O (Univ. of Cal.
at L. A. pub'ns in educ., phil., and psych., v. I,
no. 1) '33 Berkeley, Cal., Univ. of Cal. Press pap., .40

Browder, Earl What every worker should know about N. R. A. 23p. T ['33] [N. Y., Workers Lib. Publishers] pap., apply

James Ross Servicing motion picture sound equipment. 208p. diagrs. T ['33] Woodmont, Conn., Cameron Pub. Co.

Chicago and A Century of Progress. no p. il. obl. O [c. '33] [Chic., Educational Advertising Inst. 213 Institute Pl.] bds., apply bds., apply

Cooper, Lenna Frances and others
Nutrition in health and disease for nurses; 5th
ed., rev. 588p. (bibl.) il., diagrs. O (Lippincott's
nursing manuals) [c. '33] Phil., Lippincott 3.00

Croman, Natalie
John Galsworthy, a study in continuity and contrast. 59p. D (Radcliffe honors theses in Eng., no. 3)
'33 Cambridge, Mass., Harvard pap., 1.25

Davis, Frank C. Effect of maze rotation upon subjects reporting different methods of learning and retention. 16p. (bibl.) diagrs. O (Univ. of Cal. at L. A. pub'ns in educ., phil., and psych., v. 1, no. 2) '33 Berkeley, Cal., Univ. of Cal. Press pap., .25

Debate; Resolved: That the United States should adopt the essential features of the British system of radio control and operation. 22p. O c. Chic., Univ. of Chic. Press

Douthwaite, A. H.; M.D.

The treatment of rheumatoid arthritis and sciatica;
and ed. 131p. D '33 Chic., Chicago Medical B'k

Ellwood, Charles Abram

Methods in sociology; a critical study; introd. by Howard E. Jensen. 248p. (bibl. footnotes) D c.

Durham, N. C., Duke Univ. Press

The methods of sociology as an autonomous science in contradistinction to the school that holds that its methods should be analogous to those employed by the natural sciences.

Etheredge, Maude Lee, M.D.

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Health facts for college students; foreword by Ray Lyman Wilbur. 342p. il. '33 Phil., Saunders

Findlay, Alexander

Introduction to physical chemistry. 499p. (bibl. footnotes) diagrs. O '33 N. Y., Longmans The author is professor of chemistry in the University of Aberdeen.

Foster, James H.

Secrets of the Andes. 245p. (bibl.) front. D (Exploration ser.) [c. '33] N. Y., Burt .50 Fraprie, Frank Roy, ed.

The American annual of photography, 1934; v. 48. 296p. il., diagrs. O c. Bost., American Photographic Pub. Co. 2.25; pap., 1.50

Iu Furlong, May The candy cottage. 24p. il. (col.) D '33 Chic., A. Whitman .50

Ju The lost log cabin. 24p. il. (col.) D '33 Chic., A. Whitman

Re Garvie, Alfred E. Christian belief in God. 470p. O '33 N. Y., 3.50

Glasgow, Samuel McPheeters Daily communion. 398p. S '33 Grand Rapids, Mich., W. E. Eerdmans

Godfrey, Caroline Hardee Christmas candles. 103p. il. D [c. '33] N. Y., Rae D. Henkle Real incidents that reflect the true spiritual sig-

nificance of Christmas. Graeme, David, pseud. [Graham Montague Jefferies]

Monsieur Blackshirt. 315p. D [c. '33] Phil., Lippincott The adventures of Monsieur Blackshirt, a gallant rogue who found life exciting in France during the reign of Henry IV.

Hedrick, Ulysses Prentiss

A history of agriculture in the State of New York. 475p. (6p. bibl.) il., maps O c. [Geneva, N. Y., N. Y. Agricultural Experiment Sta.]

A comprehensive history covering many aspects of agricultural life, very fully illustrated. Published to celebrate the centennial of the New York State Agricultural Society.

Hill, Elizabeth

When Kitty came to Portland; appreciation by Rachel Field; il. by Beatrice Stevens. 307p. D c. Portland, Me., Bradford Press, 12 Monument Sq.

A story of some Maine children's everyday adventures many years ago.

Hill, Roscoe R.

Fiscal intervention in Nicaragua. 124p. D '33 Wash., D. C., Author, 4929 Butterworth Pl., N. W. bds., 1.55

Hoffman, Ross J. S.

Great Britain and the German trade rivalry 1875-1914. 375p. (24p. bibl.) diagrs. O c. Phil., Univ. of Pa. Press

Hogben, Lancelot Thomas

Nature and nurture. 143p. (bibl. footnotes) diagrs. O ['33] N. Y., Norton An interpretation of modern research methods in human genetics, by a professor of social biology in the University of London.

Hubert-Robert, Marius

Water color renderings of Indo-China. 15p. il. (col.) F '33 Cleveland, J. H. Jansen, Caxton Bldg. 5.00, portfolio

Water color renderings of northern and southern Spain. 3op. il. (col.) F '33 Cleveland, J. H. Jansen, Caxton Bldg. 10.00, portfolio

Jaffe, Louis Leventhal

Judicial aspects of foreign relations, in particular of the recognition of foreign powers. 289p. O (Harvard studies in administrative law, v. 6) '33 Cambridge, Mass., Harvard

Johnson, Oliver Warren

An answer to chaos; the coming economic life, or, Edward Bellamy's theory reduced to working form, creating a greater United States of America. 261p. front. (por.) O c. '33 Geneva, O., Author 2.00

Field, Elliot Let there be light! a pageant-drama. 87p. diagr. O [c. '33] N. Y., Amer. Bible Soc. pap., .25

Foster, George Sanford, M.D.

Post-operative treatment. 323p. il., diagrs. O [c. 33] Bost., Christopher 5.00

Franz, Shepherd Ivory and others
Studies in cerebral function 1-9. 76p. (bibl.) diagrs.
O (Univ. of Cal. at L. A. pub'ns in educ., phil., and psych., v. 1, nos. 3-11) '33 Berkeley, Cal., Univ. of Cal. Press

Gellhorn, George
Gynecology for nurses; 2nd ed., rev. and enl. 294p.
il. D '33 Phil., Saunders 2000

Gershenfeld, Louis Bacteriology and sanitary science for students in pharmacy, chemistry and allied sciences; 2nd ed., rev. and enl. 493p. il. (pt. col.) O '33 Phil.. Lea & Febirary Febiger 4.50

Gifford, E. W. The Cocopa. 75p. (2p. bibl.) il., diagrs. Q (Univ. of Cal. pub'ns in Amer. archaeology and ethnology, v. 31, no. 5) '33 Berkeley, Cal., Univ. of Cal. Press pap., 1.00

Guaranty of bank deposits (The); a report of the Commission on Banking Law and Practice, Association of Reserve City Bankers. 43p. D (Ass'n of Reserve City Bankers bull. no. 3) '33 Chic. [Jos. J. Schroeder, Sec'y, Ass'n of Reserve City Bankers, 162 W. Monroe St.]

Harris, H. A.

Bone growth in health and disease; the biological principles underlying the clinical, radiological, and histological diagnosis of perversions of growth and disease in the skeleton. 248p. (bibl.) il. O (Oxford medical pub'ns) '33 N. Y., Oxford 10.50

Hurlin, Ralph G.

The number and distribution of social workers in the United States.
sell Sage Found.

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10.50

Manners and personality in school and business; a brief handbook for students in high schools and business colleges. 128p. (bibl.) T c. '33 Delaware, O., School & College Service pap., .40

Juergens, Rev. Sylvester P. and Resch, Rev. Peter A. Re	Lynch, John Joseph Sc
Martha! Martha! [prayer book for girls]. 376p.	General physics. 264p. diagrs. D [c. '33] N. Y., Fordham Univ. Press 2.00
il. '33 Milwaukee, Bruce Pub. Co.	MacKinstry, Elizabeth Ju
lea. cl., 1.00; lea., 1.50, 2.00	The fairy alphabet, as used by Merlin; il. by the
Kelly, William Educational psychology. 501p. O (Science and	author. no p. O c. N. Y., Viking bds., 1.50 A picture alphabet book about Fairyland.
culture ser.) '33 Milwaukee, Bruce Pub. Co. 2.40	McNeil, Marion L. Ju
King, Oliver Mustang trail. 271p. D c. N. Y., Morrow 2.00 A fast-moving romance of the Arizona range.	Round the mulberry bush. 40p. il. (col.) F c. '33 Akron, O., Saalfield Pub. Co. bds., .50
Kirk, John G. and Mumford, George E.	Major, W. M. Ju
Graded letters; b'k 2, Gregg ed. 410p. '33 Phil.,	Patriotic stories. 128p. il. (col.) D '33 Chic., A. Whitman
Winston 1.40	Mead, Edward Sherwood Bu
Kirk, Kenneth Escott Re	Corporation finance; 7th ed. 751p. D [c. '33]
Conscience and its problems; an introduction to casuistry [enl. ed.]. 435p. (bibl. footnotes) O '33	N. Y., Appleton-Century 4.00
N. Y., Longmans 4.00	Miller, George Morey, ed.
Knopf, Carl Sumner Re	English literature: the Victorian period; new rev. ed. 594p. S [c. '33] N. Y., Scribner 1.00
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OLD & RARE BOOKS

FREDERICK M. HOPKINS

THE EXTREMELY RARE FIRST EDITIONS of Izaak Walton's "The Compleat Angler" are among the rarities in the general literature from the library of the late Levi Z. Leiter, of Chicago, which will be sold, with additions, by the American Art Association Anderson Galleries, on December 15th. Other rare books include William Painter's "Palace of Pleasure," 2 vols., London, 1569-1580, in morocco by Pratt; the first edition of Adam Smith's "Wealth of Nations," 2 vols., London, 1776; and "An Essay on the Principle of Population," by Thomas R. Malthus, London, 1798. Of special importance among fine colored plate books are "Voyage Round Great Britain," by Richard Ayton, London, 1814-25, a fine copy with 308 colored aquatint views drawn and engraved by William Daniell; "The Microcosm of London," in 3 vols., London, 1808-10, with 104 colored aquatint plates by Thomas Rowlandson and Augustin Pugin; a colored aquatint "Panorama of the Thames from London to Richmond," published in London about 1825, sixty feet long, which shows in great detail the Middlesex and Surrey banks; and a very fine copy of Westmacott's "English Spy," 2 vols., London, 1825-26, with colored plates by Robert Cruikshank, Rowlandson and others. First editions, illustrated books, works on ornithology and standard sets make up an interesting sale of 270 lots.

The death of John Lewis Clawson, of Buffalo and New York, removes a collector who will take high rank in the history of American book collecting. Seymour de Ricci cataloged his collection, and a privately printed catalog containing 926 lots was published in 1924. Two years later the collection was sold at auction, bringing \$642,687. Only two or three collections sold at auction in this country have exceeded this figure. But what made it remarkable was its completeness for the period in which Mr. Clawson was interested. Mr. de Ricci in his preface said "the

Clawson collection illustrates the whole of English literature from about 1560 to 1660, from the Reformation to the Restoration, from Queen Elizabeth to King Charles II, from Tottel's "Miscellany" to "Milton." The real strength of the library was mainly in poetry, fiction and the drama. For instance, in the realm of dramatic literature Mr. Clawson had a magnificent series of priceless Shakespeare Quartos, and, in 1924, Mr. de Ricci said "now that the Huntington collection is at San Gabriel and the Huth Shakespeares are at Yale, it is doubtful whether more than two private collectors own a better series than John L. Clawson." Of other dramatists of the period it was said that it was doubtful if a more complete set of the original editions existed outside of the British Museum and Huntington collection. His collection of Elizabethan poetry had few equals at home or abroad. It is fortunate for Mr. Clawson's reputation as a collector that his collection was carefully cataloged with full bibliographical details before it was dispersed.

AN IMPORTANT SALE which took place in Munich on November 6th will mark an epoch in the annals of book collecting, for it records the dispersal of the last of the surviving libraries of the great Augsburg Fugger family. In the sixteenth century this family of merchant princes and patrons of the arts had collected valuable treasures of books and manuscripts, and the nucleus of the Munich Royal Library as well as the valuable part of the Vienna Imperial Library was formed by the acquisition of the two great Fugger collections from Augsburg. It was almost unknown that a third collection, that of Marcus Fugger, 1529-1597, still survived intact and in its pristine condition. It had descended by inheritance into the possession of Prince Oettingen-Wallerstein, whose treasures from Schloss Maihingen have now been sold. Marcus Fugger was a stu-

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dent at Louvain in 1546, and many of his volumes are still in their Louvain bindings. Later, he lived in Paris for a time, and all the famous masterpieces of Parisian book illustration of the middle of the sixteenth century were gathered in the original editions and in the best bindings of the period. There was an important group of early German woodcut books, all fine copies. The prices obtained reflected the present conditions of the book market. The competition for the French books was very keen, and good prices were realized; they did not reach the high level of the boom period of five years ago, but they were substantially above prewar days. Even under the unfavorable conditions prevailing in Germany, the bulk of the collection will leave Germany for France, England, Switzerland and America, very few of the rarer lots remaining.

THE DISCOVERY of an old Turkish map, believed by geographers to have been copied directly from the lost original which was Columbus's guide on the voyage which ended in the discovery of America, is announced in the new issue of The Geographical Review, official organ of the American Geographical Society. In an article entitled "A Lost Map of Columbus," Paul Kahle writes that the "find" gives geographers "for the first time" an idea of the appearance of the map which charted Columbus's blind course across the Atlantic. The Turkish map is drawn on a colored parchment 86 by 60 centimeters in size. It had lain for centuries in the seraglio at Istanbul. In one corner is a legend in Arabic in which the mapmaker describes himself as follows: "The author of this is the poor man Piri ben Hadji Muhammed, who is known as the son of the brother of Kemel Re'is, in the town of Gallipolimay God have mercy on them both—in the holy Muharram of the year 919 (March/ April, 1513)." There is a reference to Columbus in another part of the map and it was this clue which led geographers to pursue investigations which now indicate the origin of the Turkish chart or map. Another inscription in Arabic indicates that Piri Re'is obtained a map drawn by Columbus, and that this chart came into the possession of a Spanish slave who had made three voyages to America with Columbus. Piri's uncle, Kemal Re'is, eventually became the owner of the slave, from whom, it is believed, he obtained possession of the prized map. Encouraged by the hope that the original of the newly-found chart may be lying forgotten somewhere in Turkey, the authorities have begun an intensive search for it. The various museums and the leading scholars engaged in the study of Turkish maritime history have enlisted in the hunt.

THE LONDON BOOK AUCTION SEASON opened early last month, but though sales have been held regularly there have been few or no outstanding books sold until nearly the end of this month. "It is reassuring," says The London Times, "to find the general price level for comparatively unimportant books is slightly on the rise." An unrecorded variant of the First Folio of Shakespeare was sold at Sotheby's on November 13th. This copy, like so many others, lacked five original leaves, but it exhibited the first state of page 277 and the second state of the verso of that leaf-an unknown combination. Moreover it was an unusually large copy and in very good condition. "The price," says The Times, "was disappointing after £, 14,500 in the Rosebery sale, £,2,800."

AN INTERESTING CATALOG, typographically and for its contents, comes from G. Michelmore & Co., of London. It is a small quarto, illustrated, 216 pages, 210 lots, fully described with scholarly illuminating notes. It comprises choice and rare old books, many in fine contemporary morocco and armorial bindings; Stuart books in needlework bindings; incunabula, missals, Bibles; important holograph letters by eminent men and women; authors' original manuscripts; two illuminated manuscripts: The Elyot MS. of the Statutes of England and The Inglethorp Book of Hours.

AUTOGRAPH LETTERS AND MANUSCRIPTS relating to the French Revolution and Napoleon Bonaparte, the property of Charles Evan Fowler of New York, and valuable books from the library of Marie Louise, Archduchess of Austria, Empress of the French, the second and final portion, was sold at Sotheby's in London, December 6th and 7th.

IT MAY NOT BE GENERALLY known that Haverhill (Mass.) Public Library possesses an excellent collection of books, pamphlets, photographs and clippings of its famous poet, John Greenleaf Whittier, and is on the watch for material to add to it.

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"An old settler, sure enough"

Old Settler Bookshop

FOR A NUMBER OF YEARS Louise and Lee Byron Baker have been engaged in a mail order business in old and rare books in the general vicinity of Walpole, New Hampshire. During this time they have hunted with diligence for a really early New England home that would make a good setting for their shop. In November, 1931, they bought the house shown in the picture, the home in its original condition, of one of the earliest settlers of Walpole. It is at the side of the road on Route 12 between Keene and Walpole on the east bank of the Connecticut River, on the main line of travel up and down the valley in beautiful country. They say that they had really little to do with choosing the name. In the idiom of the district people who came in to see it, as they were straightening it after its abandoned existence of some years, it was "an old settler, sure enough." This description—repeated time after time—seemed as good a name as one could hope to find, for it is simple and direct and accurate in spirit and in fact. A little four-page leaflet tells something of the history of the old house, a leaflet set up and printed by hand at the Old Settler Press. The house belonged to the brother of Ethan Allen's father, and was described in 1775 as "not noticeably new." The Baker's hope that when Ethan Allen was in Westminster he came across the river to visit and stomped these very floors and sat beside the hearth.

After it was made habitable, the shop was opened here in May, 1932, and a gratifying first season is reported by the owners. Their stock includes old and rare books, first editions, prints and Americana.

Auction Calendar

Monday afternoon, december 11, at 2:15. Rare books, manuscripts, first editions and inscribed copies, ncunabula and early printing, typography, modern press books, English, German, French and Italian, selections from the libraries of the late H. H. Stryker of Hartford, Conn., the late David A. Bixby of St. Louis, Mo., and John Clyde Oswald of New York, and other private sources. (Items 289.) J. C. Morgenthau & Co., 23 West 47th St., New York City.

FRIDAY EVENING, DECEMBER 15, AT 8:15. Etchings, dry points, artists' signed proofs from the collections of the estate of the late Jeremiah J. Kennedy of Brooklyn. (Part 2.) J. C. Morgenthau & Co., Inc., 23 West 47th St., New York City.

FRIDAY EVENING, DECEMBER 15, AT 8:15. General literature from the library of the late Levi Z. Leiter. (Items 270.) American Art Association Anderson Galleries, Inc., 30 East 57th St., New York City.

FRIDAY AFTERNOON, DECEMBER 15, AT 2 O'CLOCK. Fine collection of caricatures and sporting prints, fine colored plate books, and rare editions, the property of the late Mrs. Brinton Coxe. (No. 1481; Items 215.) Stan. V. Henkels, Jr., 1110 Sansom St., Philadelphia, Pa

Catalogs Received

AMERICAN AND ENGLISH FIRST AND LIMITED EDITIONS.
AUTOGRAPHS, FINE PRESSES AND MISCELLANEOUS
LITERATURE. (Special Supplement No. 4; Items 113.)
Anton Gud, 636 East 13th St., New York City.

AMERICANA, INTERESTING AND UNUSUAL. (No. 10; Items 318.) Joseph Levine, 44 North Goodman St., Rochester, N. Y.

AMERICANA. (No. 140; Items 575.) Dauber & Pine Bookshops, Inc., 66 Fifth Avenue, New York City.

AMERICANA. (No. 223; Items 5496.) Goodspeed's AMERICANA. (No. 223; Items 5496.) Good Book Shop, 7 Ashburton Place, Boston, Mass.

AMERICANA, FIRST EDITIONS AND HISTORICAL LETTERS.
(No. 62; Items 175.) William Todd, Mount Carmel, Conn.

ART, ARCHAEOLOGY, MEDIAEVAL ANTIQUITIES, ARCHITEC-TURE AND LANDSCAPE GARDENING, DECORATIVE AND INDUSTRIAL ARTS. (No. 480; Items 588.) Bernard Quaritch, Ltd., 11 Grafton St., New Bond St., London, W. 1, England.

ART, ARCHITECTURE, HANDICRAFTS, ETC. (Special dollar list.) (Items 421.) Goodspeed's Book Shop. Inc., 7 Ashburton Place, Boston. Mass.

ART, ARCHITECTURE, ILLUSTRATED BOOKS, LITERATURE, STANDARD AUTHORS AND REFERENCE BOOKS. H. R. Huntting Co., Inc., Springfield, Mass.

BOOKS FROM THE FAMOUS NAPOLEONIC LIBRARY OF LORD ROSEBERY, OLD ENGLISH EDITIONS, SHAKESPEARE, ETC. (No. 94; Items 257.) Dawson's Book Shop, 627 South Grand Ave., Los Angeles, Cal.

BUSINESS AND EDUCATIONAL BOOKS. (No. 101.) Paul Wagner, 303 West Drew, Houston, Texas.

CANADIANA AND AMERICANA. (Items 748.) Creasser's Book and Print Shop, 966 Yonge St., Toronto, Canada.

FINE BINDINGS AND PRESS BOOKS, AMERICANA, ANTHRO-POLOGY AND FOLKLORE, ETC. (No. 5; Items 746.) Astor Book Shop, 63 Fourth Ave., New York City. FIRST EDITIONS. Richard S. Wormser, 22 West 48th

FIRST EDITIONS. Richa St., New York City.

rrst editions. (No. 9; Items 115.) F. M. Kjelstrup, 128 Madison Ave., New York City. FIRST EDITIONS.

FIRST EDITIONS. (No. 12; Items 246.) Chaucer Head Book Shop, Inc., 32 West 47th St., New York City. FIRST EDITIONS, MISCELLANEOUS LITERATURE AND A SELECTION OF BOOKS PRINTED BY THE GRABHORN PRESS. (No. 16; Items 150.) David Magee, 480 Post St., San Francisco, Cal.

FIRST EDITIONS IN ENGLISH AND AMERICAN LITERATURE. (No. 11; Items 247.) The Bookshop of Benjamin Hauser, 300 Madison Ave., New York City.

Modern first editions and books relating to John Keats and his circle. (Items 392.) K. Gregory, KEATS AND HIS CIRCLE. (Items 39 222 East 71st St., New York City.

ORIENTALIA, NEW AND OLD BOOKS ON THE EAST. (No. 73.) Orientalia, Inc., 59 Bank St., New York City.

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William H. Allen, 3345 Woodland Ave., Phila.
American Journal of Philology. Vols. 1-15.
Appel. Light of Parnell. Phila. 1916.
Cooke. Emerson.
Farnell. Greek Lyric Poetry.
Frank, Waldo. Chalk Face.
Frederic. Seth's Brother's Wife.
Fuller. The Cliff Dwellers.
Garland. Crumbling Idols.
Gross. Sources & Lit. of Eng. History.
Heartman. Poe Census. Vol. 3.
Jebb. Classical Greek Poetry.
King. Way of St. James. Hispanic Society.
Lanciani. Ruins, etc., of Ancient Rome.
McKenna. The Bruiser. McBride.
Mozans. Women in Science. Appleton.
Nathan. Autumn; Fiddler in Barley; Orchid.
Poe. Life & Letters of Poe.
Symonds. Renaissance in Italy. Any vols.
Tinker. Dr. Johnson & Fanny Burney.
Walker. Frank Norris.
Werner. Tammany Hall.
Williamson. Poetry of T. S. Eliot.
Winchester. Group of English Essayists.

M. K. Altman, 1455 Third Ave., New York Piracy Trial of Albert W. Hicks. 1860. Awful Confession of O. S. K., Pirate. 1844. Century of Guns. Blanch. Furttenbach, J. Architectura Martialis; Geschuetz und Waffen. Ulm. 1630.

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Archway, 319 Pike St., Seattle, Wash. Sayer. Ancient Empires of the East. Scribne Arthur Somers Roche. Age of Youth.

Argosy Book Stores, 45 Fourth Ave., New York Jones. Finger-Ring Lore. 1st.
Kuninosuke, Soma. Methods of Ivory Carving.
Clark's School Visitor.
Journal of Negro Hist., of 1920. Vol. 5.
Burton. Anatomy of Melancholy. 1st.
Natl. Geographic Magazine. March, 1916.
Asia. July, 1926 and Feb., 1929.
(Champion.) Comparative Reflections on Great Britain & U. S. A.
Harrison, F. Virginia Carys.
Viele, K. Knickerbocker Family.

A. Asher & Co., Behrenstr. 17, Berlin W.8, Ger. Nat. Advisory Committee for Aeronautics, annual. Vols. 1925, 1926.

Ashton and Major, 215 Hale, Charleston, W. Va. Fiala. Fighting the Polar Ice. Or any other titles.

Auditorium Book Store, 1018 15th St., Denver Hough. Story of the Outlaw. Mirabeau. A Life History (?).

Augustana Book Concern, Rock Island, III. Jones, E. G. The Master and His Method.

L. S. Ayres & Co., Bk. Dept., Indianapolis, Ind. Habberton. Budge and Toddie.

Baen's Book Store, San Antonio, Texas
The Emmet Family. By Thomas Addis Emmet.
Publ. by Joel Munsell's Sons. 1898.
Spanish Interiors & Furniture. Byne & Stapley.

Bailey's Book Store, Vanderbilt Sq., Syracuse, N.Y. Man and Sunlight. English ed. Publ. by the Atlas Book Dist. Co., 14 Midwood Station, Brooklyn, N. Y., or else it was handled by them.

Baker & Taylor Co., 55 Fifth Ave., New York Athern. A Study of the Mind. Becker. Gallus.
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Hahn. Seducto Ad Absurdum.
Antabiography of a Thief. Hapgood: Autobiography of a Thief. Holloway. Two Prefaces.
Housman. Writings of William Blake.

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Jameson. History of Historical Writing in U. S. Jonson. Poetaster. Ed. by H. S. Mallory. Kagawa. Before the Dawn.

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Kaye-Smith. John Galsworthy.
Lamprey. Children of Ancient Egypt.
Lorimer. The Boss.
Mais. Books and Their Writers.
Mallory. Political Handb'k of the World. 1931.
Mantzius. History of Theatrical Art. Vol. 2.
My Little Lady. Mr. Smith Leisure Hour Series.
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Pyne. Giovanni Pierluigi da Palestrina.

Overton. Authors of the Day.

Rose. Contemporary Movement in European Lit.

Rossetti. Poems. Putnam ed.

Nossetti. Foems. Futnam ed.
Saint-Saens. Outspoken Essays on Music.
Schouler. History of the U. S. Vol. 3. Dodd,
Mead. 1904.
Schwab. Confederate State of America.
Slosson. Six Major Prophets.
Smith. Red Wagon.
Stoddard. The Stakes of the War.
Tarde. Laws of Imitation.

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Vachel. The Soul of Susan Yellum.
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Yates. Boys Playbook of Chemistry. Beckhart. Discount Policy of the Federal Reserve System.

Cassel. Nature and Necessity of Interest.
Mitchell. History of Greenbacks.
Swope. The Swope Plan.
Webb. Decay of Capitalist Civilization.

Balcony Bookshop, G. Schirmer, 3 E. 43rd, N. Y. More Obiter Dicta. Augustine Birrell. Scribner.

Wm. Ballantyne & Sons, 1421 F St. N.W., Washington, D. C. 3 copies.

Mundy. Om. 3 copies. Milt Gross. He Done Her Wrong.

L. Bamberger & Co., Bk. Dept., Newark, N. J. Our Times. Vol. 4, in a first edition.

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Brown. First Republic in America.
British State Papers. Set.
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Child. English and French Ballads.
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Quotation in the Old English Prose Writers.
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Collot. A Journey in North America. Paris. 1826.
Crutwell. History of Roman Literature.
Colophon. Vol. 1 only. Reasonable.

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France, Anatole. Set for library use.

Jordan & Evermann. Fishes of N. & Mid. Am.
Bul. 47, Natl. Mus.

National Intelligencer. 1818-1819.

Thimm. A Biblio. of Fencing and Duelling.

Sir Ferdinando Gorges' Brief Narrative. Either
in vol. 2, Maine Hist. Col. or Baxter—Sir
Ferdinando Gorges, etc., Prince Soc. Pub. 1890.

Stein, Evalyn. All titles.
Tallock. Concordance to Comp. Wks. of Chaucer.
Williston. North Am. Diptera. 3rd ed.

Williston. North Am. Diptera. Old Ca. Young. Alex. Young's Chronicles of the Pilgrim Fathers.

Brookville Cos. of Natural Hist. Bulletin No. 2. Chicago Academy of Science. Fishes of the Chi. Area.

Ac. of Nat. Science of Phil. Publications, 1885.

Bargain Book Store, 406 15th St., Denver, Colo. Vol. 1 only. Kendall's Texan Santa Fe Expedition. 1844 on title. Black cloth. Must have map.

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Berkshire News Co., 14 N. Sixth St., Reading, Pa. History of the New York Stage.

Any books, programs or other theatrical records dealing with the American Stage prior to 1902. Quote lowest prices.

Stanley O. Bezanson, 1 Court St., Boston, Mass. The Master Library. 10 vols. Spindle and Loom. By Lucy Larcom.

Bible Institute, 558 S. Hope St., Los Angeles, Cal. Letters of Samuel Rutherford. By Rev. Bonar.

Book and Quill, 315 Whitney, New Haven, Conn. Harriet Hume. By Rebecca West.

Book Barn, Route 1, Ridgefield, Conn. Ik Marvel. Reveries Bachelor. 1st. All others. Conn. Soldiers in the Revolution.
Conn. Colonial Records. Revolutionary period.
Hall and Niles. One Man's War. 2 copies.
William Gaylord Davenport. Pamphlet. Ca. 1920.

Bookery, 1647 Welton St., Denver, Colo. Health, Wealth and Happiness. Ellis.

The Bookmart, 622 Pike, Seattle, Wash. Cory. Anna Lombard.

Book Nook, 1724 Orrington Ave., Evanston, III. Allen. Anthony Adverse. 1st trade ed.

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Book Shelf, Brunswick, Georgia Ask Me Another; Ask Me Another No. 2. Old or new copy.

Book Shop, 229 N. Second St., Harrisburg, Pa. Harper. Battle of Gettysburg. Young.

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Randolph Tucker. Livingstone and His Life Work in Africa. Hyde. Bliss & Tyler. History of American Civilization. Beard. Plato's Works.

Books on Philosophy. Anything. Works on Buddhism; Confucianism. Religions of the World. Anything. Eusebius. Ecclesiastical Hist. D'Artagnan. Memoirs. Dumas; Tolstoi. Complete sets. Bailey's Horticulture. Any works on Theosophy. Voltaire. Complete Works.

Rise and Fall of Jesse James. By Love.
Pageant of America. Vols. 2, 13, 14, 15.
Chronicles of America. Roosevelt ed. Vols. 13, 42.
Commentaries of the Bible. Mathew Henry or
Adam Clark.
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Hauck's Hist. of Mo.
Andrew Jackson Davis. Anything.
Winfield Scott. Anything.
Hist. of United States. Geo. Burton Adams.
Medieval Hist. Geo. Burton Adams.
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Breid's Book Shop, 147 E. 45th St., New York Galsworthy, John. Forsyte Saga. Deep Evening.

Brentano's, 63 E. Washington St., Chicago Ady. Isabella de Estes. Formation of U. S. Constitution. Bancroft. Clark. Differential and Integral Calculus. Flint. Memories of Active Life.

Dexter. England of Dickens. Himmelwright. Heart of Bluer 1897.

Ireland in Pictures. Pub. Weekly. 1897.

Nugent. Memories of John Hampden.

Robertson. Studies in Industrial Fluctuation.

Kasson. Tin Tan Tales. 3 cops.

Rae. A Country Banker. 3 cops. Himmelwright. Heart of Bitter Root Mts. Rae. A Country Banker. 3 cops.
Ross. Family Letters of Christine Rossetti.
Wm. Rossetti. Memoir of Dante Gabriel Rossetti.

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Stories That Words Tell.
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Will Templar. Any writing.
Marion Harland's Cook Book.

Brentano's, 1 W. 47th St., New York Baker. Handbook of Amaryllideae, incl. Alstromerieae & Agaveae. Bairnsfather. Cartoons. Complete set. Bellamy. Duke of Stockbridge. Colton. Shanghai Gesture. Colton. Shanghai Gesture.

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Finger. Frontier Ballads.
Garfield, James A., Works of. Ed. by B. A. Hinsdale. Hearstone Bay.

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Kramer. Life of Earl Ritter. 1875.

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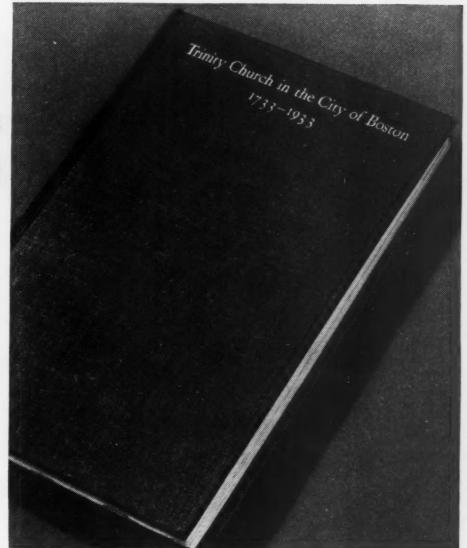
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